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DETROIT



The Inland Printer

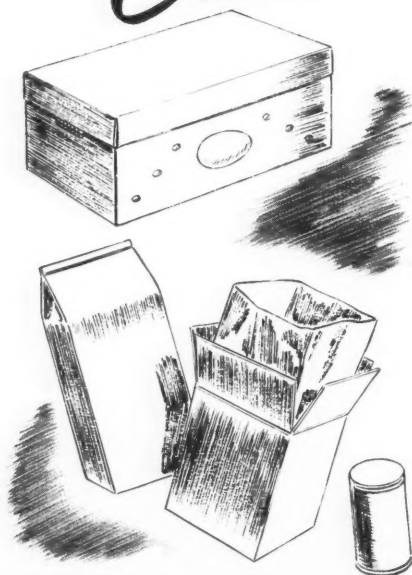


July 1943

BARFUSS



PAPER fights the *Civilian's Battle,* too



While making many vital contributions to every war front, Champion also renders the best possible wartime service to civilians at work and in their homes. Paper has stepped into numerous emergency situations created by war's increased demands upon other, scarcer materials. It protects food, medicine, and milk; packages cosmetics and other goods; blacks out windows; makes war bonds and ration stamps. In war as in peace, all the skill, facilities and resources of Champion are dedicated to the service of all America.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

FRAGILE

Handle With Care

AJAX PRODUCTS

210 Webster Avenue • Cincinnati

FRAGILE

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Efficient Production of Multiple Forms

Every time a job is printed 1-up that could have been printed more economically 2-up, or 4-up or even 32-up, machine time and labor are wasted.

- The multiple form shown on this page was Ludlow-set, cast 21-up by repeat-casting from single settings of four lines of typeface matrices, and was made up and sent to press within an hour after the job came into the office.

- This is typical of the many basic advantages that Ludlow-equipped printers enjoy in the production of printing needed in the war effort or essential civilian activities.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Illinois

RESCUE

begins with a paper 'chute!

There they are — food, water, medicines — the indispensable aids that turn the balance back toward life again.

The 'chute that floats them down so accurately isn't silk, or nylon, or rayon. It's paper.

It's paper made resilient enough to withstand the sharp impact of opening at plane speed.

It's paper made with a high wet-strength to resist rain and fog.

It's paper made from a special stock so strong that only one and a half pounds of it will safely lower 25 pounds of lifesaving essentials.

It's paper so skillfully folded and designed that the 'chute opens in from one to three seconds after release.

But this is just one of the thousands of roles, major and minor, that paper is playing in this war.

From the "Daily Dope Sheet" of a naval station to the laminated paper guard ring on a big bomb, paper is working overtime and all the time. At Oxford we know that hundreds more new jobs for paper are just over the horizon.

Making a thousand miles of paper a day, as we do, we are in a position to observe the upward swing of paper, to watch new needs for paper arise, to see new uses for paper appear.

We do not make paper parachutes. Our specialty is the manufacture of fine printing paper, but we are also vitally interested in the development of moisture-, vapor- and grease-proof papers. We are conducting research in high-wet strength papers, in laminated and heat sealing papers and other developments that will help paper to help win this war.

In the meantime, Oxford merchants and Oxford salesmen are at your service with quality papers for many uses.

OXFORD PAPER COMPANY

230 Park Avenue, New York 17, N. Y.

Mills at Rumford, Maine & West Carrollton, Ohio

Western Sales Office: 35 E. Wacker Drive, Chicago, Illinois





*To wait...
may be fatal!*

TRIGGER fingers decide life or death — advance or retreat!

Executive decisions may release or withhold the materials of victory or defeat. The scrap metal vitally and urgently needed for armament is one such instance, for today, America's steel mills watch dwindling scrap piles anxiously. August is regarded as the deadline. Victory may now depend on so lowly a thing as the height of the national scrap pile.

America's printing executives "hold a

trigger finger" on many, many thousands of tons of vitally needed scrap materials. The Miller Wartime Scrap Allowance Plan is suggested as an even further reason for the immediate release of all equipment suitable for scrap.

*Information gladly
given, on request*



MILLER PRINTING MACHINERY CO., PITTSBURGH, PA.

Miller Automatics provide tomorrow's advantages, TODAY!

COMPACT—Feeder, press and delivery one integral unit on one foundation; up to 50% savings in floor space.

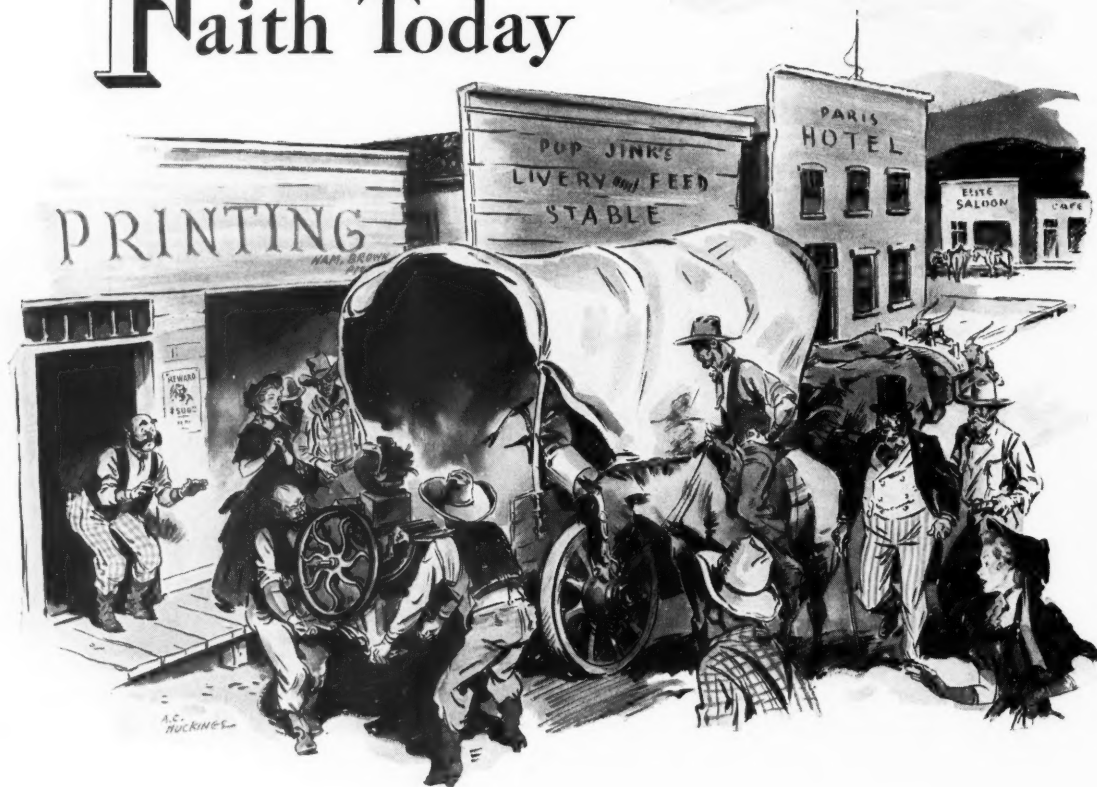
SIMPLE—All main parts quickly accessible; automatic oiling; many auto-

matic controls, stops and safety devices.

DURABLE—33 steel alloys; all-steel bed motion; rigid, strong alloy bed and feedboard; 144 modern materials, precision fitted.



Faith Today



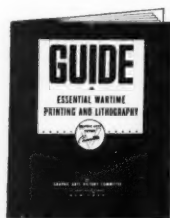
Who brought the first printing plant into Fort Dodge—or into any other booming frontier town—who gambled his last dollar upon his faith in *printing* as a vitalizing force? It was a *printer*, an idealist, a man of vision. He believed that education would make America the ideal for the world, would protect liberty and stimulate prosperity. He staked his all upon his dream. His shop in the woods or on the prairies

became a clearing house of ideas, the main spring of growth.

The printer's faith in himself, his profession, and his country, triumphed over gruelling hardships in pioneer days. Today, America's Graphic Arts, competent, well-drilled, and endowed with the old printing spirit of fighting faith, is qualified

to master even the tougher tasks arising from war needs, and later to cope with the constructive needs of a Nation at peace.

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government



public relations problem which can be aided by printed promotion. We shall be glad to obtain a copy for you...or write direct to Graphic Arts Victory Committee, 17 East 42nd Street, New York City.

HARRIS • SEYBOLD • POTTER • COMPANY

HARRIS DIVISION

CLEVELAND 3, OHIO
MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS
AND GRAVURE PRINTING MACHINERY

SEYBOLD DIVISION

DAYTON 7, OHIO
MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS

Use These 10 Business-Getters

TO KEEP YOUR PRESSES RUNNING!

HAMMERMILL
will send them to you -
FREE!

1. "Recipe for an Orderly Desk"—Book shows how printing can help business men "multiply" themselves by clearing their desks and freeing their time for important work. Illustrates printed forms they need — forms you can sell today.

2. "Very Promptly Yours"—You can help your customers — and help yourself to more business — by presenting this book. It explains a practical plan for speeding up correspondence, routing important letters and organizing files with the help of printing. A real business-getter.

3. "Manual of Paper Information." Gives quick answers to this question: what items of Hammermill papers are available today? This book can be a mighty important timesaver to you and to your customers. Don't waste time specifying or suggesting paper that's not available. Get this manual.

4. "How to Harness a Conference." This book shows how to run important business meetings quickly and efficiently — also how to get action from conference decisions — with special *printed forms*. Every form is a lead to a printed job you can sell *now*.

5. "Put It in Writing."—Remind your customers to "put it in writing." Remind them that paper and printing — forms, memo sheets, bulletins — can do their remembering — prevent mistakes. See this attractive 2-color, 5 $\frac{3}{4}$ x 3 $\frac{1}{4}$ desk card. Then write for a free supply for your customers.

6. "7 Timely Ways to Personalize a Company Letterhead."

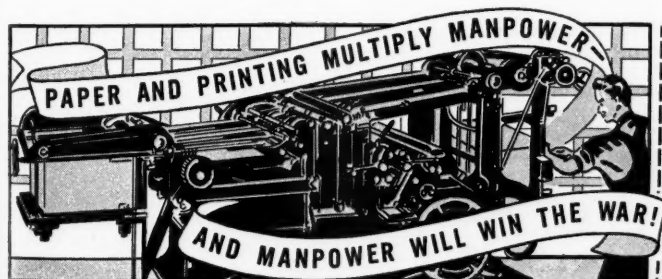
This kit can help you step up sales of letterheads. It shows how letters can have the touch of a personal call and can substitute these days for salesmen who aren't able to travel. Contains designs you can duplicate with type from your own cases.

7. "Layout and Order Sheets." These will help keep profitable orders coming in. They help your customers to lay out forms and letterheads and to issue instructions easily and accurately. They help you get the order and they eliminate errors and misunderstandings. (Free up to 100; nominal charge for larger quantities.)

8. "Ready-Made Advertisements." A series of *prepared* advertisements that will help you sell job printing. For use in newspaper and house organ, or for blotters or envelope enclosures. Get proof sheet for easy selection.

9. "Enclosure Circulars." Lively, fast-reading messages that will help you build business — as they've helped others! Supplied free, in quantity, ready to imprint, for enclosure with statements and other mail. See selection, then ask for titles and quantities you want.

10. "Form Design Check Sheet." Reminds your customers of the 25 essential points to check when laying out a new form or revamping an old one. It's an easy-to-use help to boost the efficiency of forms — make them meet today's needs.



Hammermill Paper Company,
Erie, Pa.

Please send me — free — copies of the material checked below:

☐ 1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ 7. ☐ 8. ☐ 9. ☐ 10.

Name.....

Position.....
(Please attach to your *business* letterhead) IP-JUL





PAPER DELIVERY... 1943

Remember the long-legged kid who used to deliver your paper?

He's on a different route now, delivering messages to little seed-eyed sons of heaven. But he's *still* delivering paper!

Wood pulp, the raw stuff of paper, is used in producing the hand grenades he hurls. It is used, too, in making plane windshields, explosives, gas tanks, stretchers, camouflage, insulation, packing material, ammunition boxes, parachute rayons, tire fabric, and many other types of matériel.

Wood fiber products are saving thousands of tons of synthetic rubber, steel, aluminum, and phenolic resins, by substituting for these critical materials.

As paper, millions of pounds of pulp are

doing the office work of war . . . 2,000,000 pounds for the first draft registration alone, 4,000,000 pounds for War Bonds sold up to May 1.

Consider the shipping keels laid daily—and think that one battleship's plans alone require 30,000 pounds of blueprint paper!

Wood pulp is indeed a vital raw material of war. And preparing it for the various requirements of our armed forces is the American paper industry's contribution to our victory.

We are proud that the production facilities of Kimberly-Clark Corporation are taking their part in this great effort . . . glad we are contributing our share toward delivering some real "smash extras" to the Axis.



Levelcoat^{*}
PRINTING PAPERS

Trufect^{*}
For Highest-Quality Printing

Kimfect^{*}
Companion to Trufect at
lower cost

Multifect^{*}
For volume printing at
a price

*TRADE MARK

KIMBERLY-CLARK CORPORATION

Neenah, Wisconsin • EST. 1872

NEW YORK: 122 E. 42ND ST.

• CHICAGO: 8 S. MICHIGAN AVE.

• LOS ANGELES: 510 W. 6TH ST.



HOWARD

WORLD'S WHITEST

BOND

The Nation's Business Paper

**"To continue to sell Civilian Goods
for those manufacturers who still have
Civilian Goods to market."**

**NO. 1
in the
FOUR NEEDED USES
OF ADVERTISING
IN OUR
WAR ECONOMY**

Unusual angles for "Business as Usual"

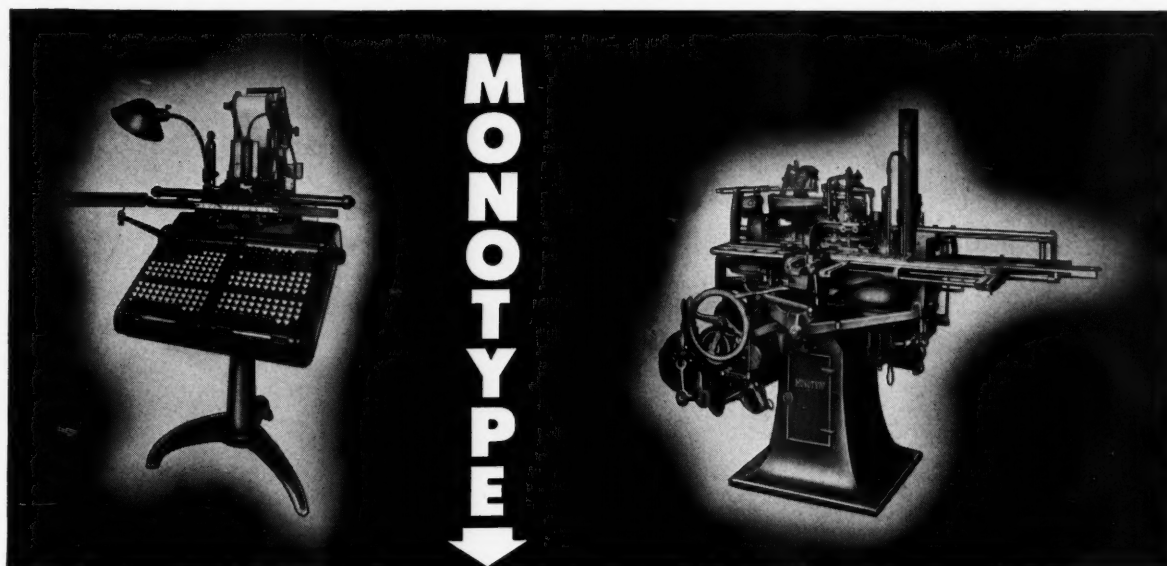


If that's your customers' battle, we've got a "must" for you . . . a check list of "ways and means" for putting it over with printed matter. Your Linweave Distributor will be glad to furnish you with copies of this authoritative folder for you to give to your customers. You can also count on full distributor cooperation with dummies and timely specimens of Linweave Fine Printing and Engraving Papers, with Envelopes to match
THE LINWEAVE ASSOCIATION, SPRINGFIELD, MASS.

3-P

**FINE PRINTING AND ENGRAVING
PAPERS • ENVELOPES TO MATCH**

Linweave



the "3 in 1" machine

Only in the MONOTYPE are combined the functions of machine type-setting, type-casting and strip-material making. No other type-setting machine has this feature—none other has such a wide scope of service and usefulness to printers and trade and advertising typographers—and their clients.

TYPE-SETTING—The MONOTYPE sets type in justified lines in measures up to 60 picas wide, in sizes ranging from 4 to 18 point. Straight-matter, tabular and intricate work, ruled forms, rule-and-figure work—in fact, all kinds of composition—are produced with unequalled facility and speed. No other machine embodies within the scope of its operation so wide a range of type-setting, such versatility in the scope and character of its product, nor contributes so much to a general betterment of quality in printing.

TYPE-CASTING—The same machine can be equipped to cast new and perfect type, spaces, special characters and decorative material in sizes from 4 to 36 point. More than 400 type faces in various sizes and 7,500 ornaments and borders are available.

STRIP-CASTING—The same machine when equipped with the proper molds and a cutter attachment, will cast Rules, Leads and Slugs in sizes from 1½ to 12 point, automatically delivered and stacked, cut to labor-saving measures from 6 picas to 25 inches.

Write for Further Information

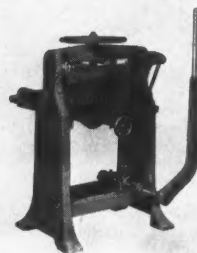
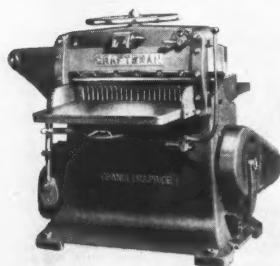
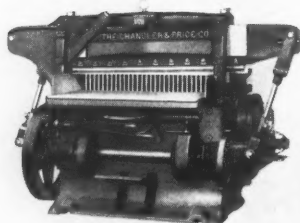
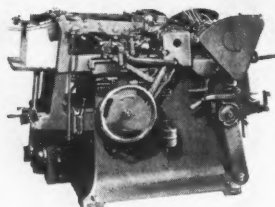
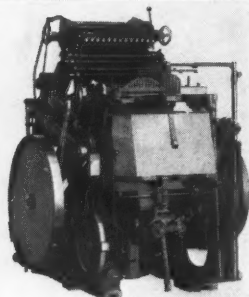
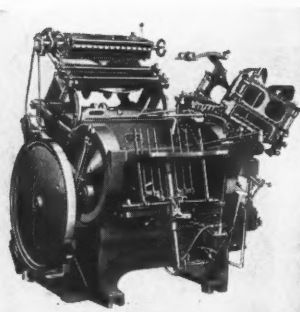
LANSTON MONOTYPE MACHINE COMPANY

MONOTYPE BLDG., TWENTY-FOURTH AND LOCUST STS., PHILADELPHIA 3, PENNA.

FOR VICTORY . . . BUY UNITED STATES WAR BONDS AND STAMPS

Composed in Monotype 20th Century Family and Monotype Janson, No. 401

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

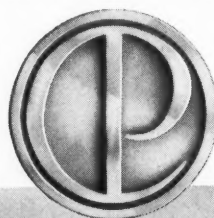


BLAZING THE WAY OF *Progress*

PRINTING has blazed the trail of progress in every field of human endeavor. It has championed the cause of the individual . . . of society . . . of religion . . . of freedom. Printing has a vital part in the present war effort too. It is needed on a thousand fronts . . . for a million essential purposes . . . in helping to blaze the way to peace. In these tasks Chandler & Price presses are serving the printing industry faithfully and profitably.

Today our facilities are completely engaged in the production of war material. C&P printing presses and paper cutters are out of production, except upon government order. However, our experience *during* the war will enable us to make better equipment than ever *after* the war.

Meanwhile, conserve your present C&P equipment . . . operate it carefully . . . clean it often . . . lubricate it properly and regularly . . . inspect it thoroughly and frequently . . . repair or replace worn parts promptly.



THE CHANDLER & PRICE COMPANY

CLEVELAND, OHIO

Builders of Printing Equipment for more than 50 years

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



PAPER, essential in war and peace, had become commonplace and taken-for-granted because of familiar daily usage until restrictions sharply focused the Nation's eyes upon its vital services. Certainly our world, denied paper and printing, would plunge abruptly to a sadly chaotic status. War-effort, industry, commerce and edu-

cation would be immediately hamstrung. Progress would halt in its tracks. Today's civilization and that of the tomorrows to come is dependent upon Paper as an indispensably important ally. Good Paper only is worthy to serve our national economy . . . good papers *only* constitute the goal of Northwest's skilled craftsmen.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY . CLOQUET, MINNESOTA

When Writing These Advertisers, Please Mention THE INLAND PRINTER



Picked for the job!

PARATROOPERS

Take It with Flying Colors

Not every fine soldier is by nature fitted to be a Paratrooper. Such key performers must be painstakingly picked for special aptitudes: coordination, presence of mind, swiftness of action, cool courage, and physical toughness.

Paratroopers must have special uniforms . . . much of their equipment is specially adapted to the enormous demands of their daring assignments. Obviously these super men who drop from the sky have to be hand picked.

So too, *Adirondack Bond* is "picked for the job" because it's a water-marked 100% sulphite bond paper that can take it to perfection — printed, typed, or written.

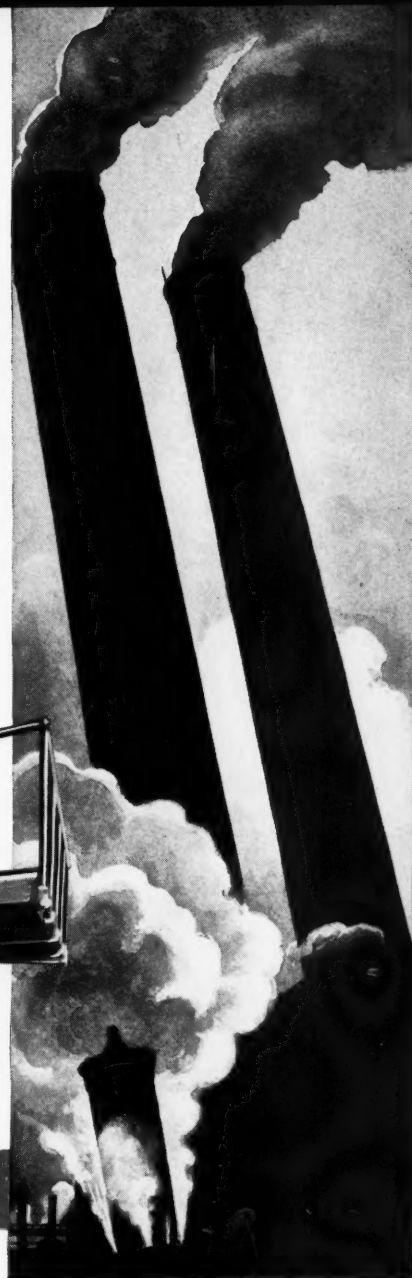
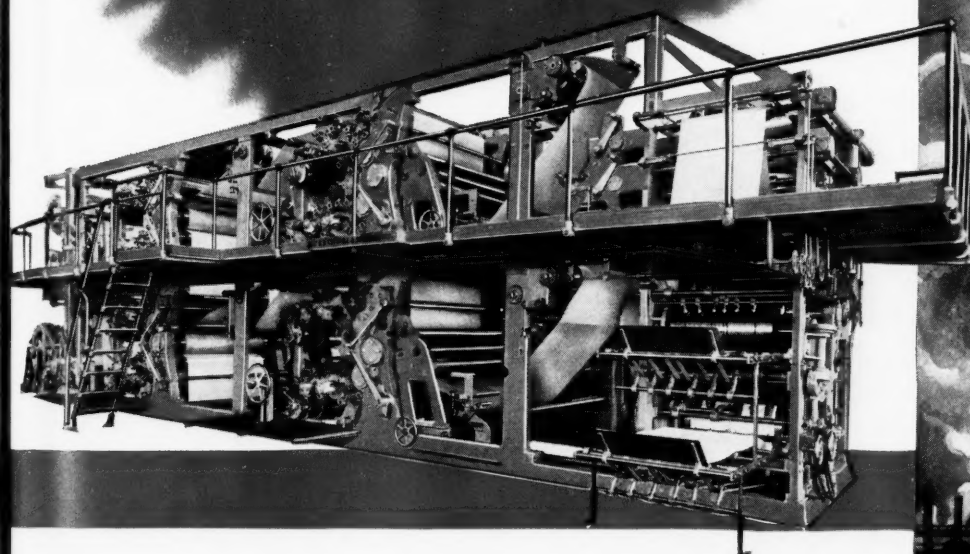
INTERNATIONAL PAPER COMPANY
220 East 42nd Street • New York, N. Y.

PAPERS FOR PRINTING AND CONVERTING



*Do your job, too.
Buy More War Bonds*

The Last Press before Pearl Harbor

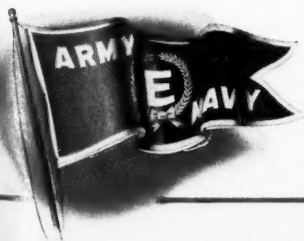


How could we know in that fateful year 1941 that the great mail order catalogue multicolor press that C. B. Cottrell & Sons Company had built and delivered was to be the last one for a long time to come. We could not realize that it would be a matter of weeks before our plants would be converted to war production. Our last press before Pearl

Harbor is the one pictured above. It is a double-deck, double two-color press printing sixty-four pages in two colors at a speed of 16,000 revolutions per hour or thirty-two pages in four colors with the product folded in all the necessary combinations for mail order catalogue production. When running thirty-two pages in four colors its speed is only limited by the quality of work demanded and by the

drying properties of the ink used.

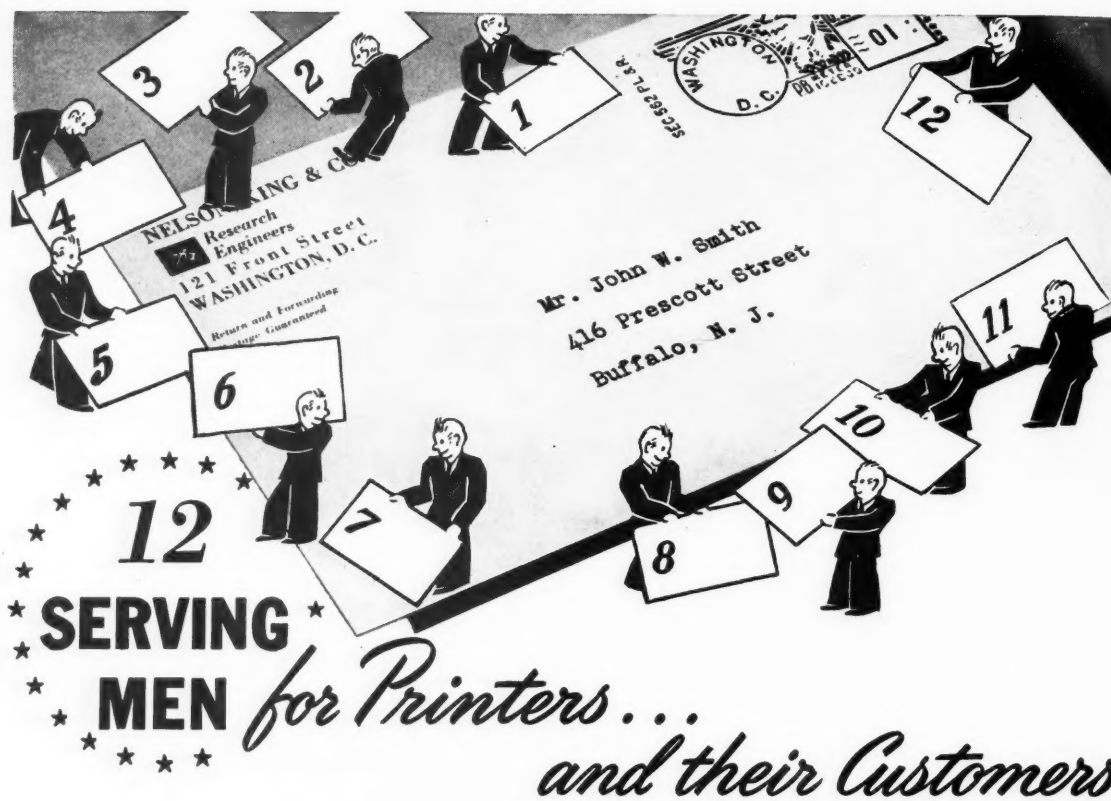
Our first press after Pearl Harbor will be built to the Cottrell Standards backed by eighty-eight years of experience in looking forward. Our engineers are giving their minds to the completion of improvements for production after the war is over. War is tragedy but the post-war presses will be proof that good can come out of war.



C. B. Cottrell & Sons Co.

Westerly, R. I.

New York: 25 East 26th Street • Chicago: Daily News Bldg., 400 West Madison Street • Claybourn Division: 3713 North Humboldt Avenue, Milwaukee, Wis. • Smyth-Horne, Ltd., Chipstead, Surrey, England



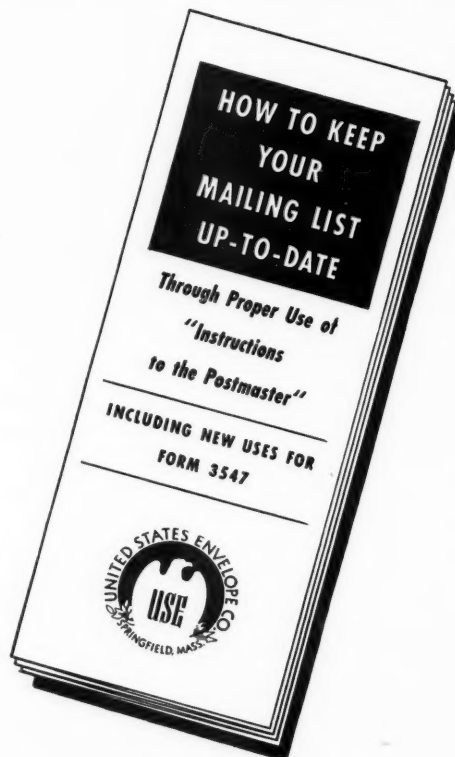
Here's another U.S.E. business-producing tool for you and your customers—another demonstration of the versatility and importance of envelopes.

Our latest merchandising pamphlet, "How to Keep Your Mailing List Up-to-Date," is helping to win new friends and influence new business for all printers who have put it to work. It provides useful information on 12 ways to print Post Office instructions on third-class-mail matter . . . resulting in proper maintenance of mailing lists.

Your customers, and customers-to-be, will welcome it, as will your salesmen, for whom it will open many doors to business.

Your paper merchant has a supply of these useful folders, and will be happy to have you put them out "selling" for you, for him, and for "US."

UNITED STATES ENVELOPE COMPANY
General Offices, Springfield, Massachusetts
13 Manufacturing Divisions 5 Sales-Service Offices



U.S.E. envelopes 

ESSENTIAL COURIERS IN WAR AND PEACE

Makers of ENVELOPES • WRITING PAPERS • LINWEAVE PAPERS • NOTE BOOKS • TRANSPARENT CONTAINERS • WAR PRODUCT PACKAGING • PAPER DRINKING CUPS • TOILET TISSUE • PAPER TOWELS

SHATTERING ALL TRADITIONS



Floating, mile-long, self-propelled *man-made islands* across the Atlantic . . . combining the facilities of air fields and boat landings . . . what a wild dream such seadromes might have seemed a few years ago! Yet this is another tradition-shattering development we soon may see.

Combining their ingenuity, several of America's great steel corporations, ship and dock builders and a commercial air line are ready to go ahead with such a project. *Its completion would make possible ocean flights by comparatively small planes* and bigger planes could carry more passengers or freight because they could stop and refuel several times in crossing.

CONSOLIDATED *Coated* PAPERS AT UNCOATED PAPER PRICES

America continually defies traditions in order to do things better, faster and for less. Thus, in 1935, a pioneering achievement by Consolidated reduced the cost of enamel-coated paper to the levels of uncoated stocks . . . an accomplishment experts had often pronounced impossible.

It was inevitable that Consolidated Coated would gain widespread acceptance. *It made the use of coated paper practical* for many publications, catalogs and brochures for which such paper had previously been prohibitive in price.

Our war economy necessarily requires us to save paper, and Consolidated Coated has several qualities which help in doing so.

High opacity and bulk *permit stepping down paper weight specifications* without lowering the competitive positions of publications and brochures in either printed appearance or thickness. Thus, by using Consolidated Coated, restrictions on paper consumption can be met with little if any decrease in press runs.



CONSOLIDATED WATER POWER & PAPER COMPANY

MAIN OFFICES

WISCONSIN RAPIDS, WISCONSIN

Four Modern Mills . . . All in Wisconsin

SALES OFFICES

215 SO. LA SALLE ST., CHICAGO 3




FOR THE SECOND TIME the men and women of Linotype have won the Army-Navy Production Award for meritorious services on the war production front.

The citation reads: "You have continued to maintain the high standard that you set for yourselves and which won for you distinction more than six months ago. You may well be proud of your achievement.

"The White Star, which the renewal adds to your Army-Navy Production Flag, is the symbol of appreciation from the Armed Forces for your continued effort and patriotism."

LINOTYPE on TWO FRONTS



ON THE HOME FRONT

IN ADDITION TO our war production, the free Linotype Touring Clinics continue to help printers and publishers maintain the highest production efficiency with their composing equipment.

These Maintenance Clinics are bringing to us words of appreciation from all parts of the country. "We wish you to know," writes one publisher, "that we greatly appreciate the co-operation of the Linotype Company. It is up to all of us to conserve as never before and you have pointed the way."

These are serious, technical sessions—led by Linotype experts. Watch for the notice of the Clinic in your section!

Set in Linotype Baskerville, Metrothin No. 2 and Spartan Black



J. H. Allbee, ninety-eight-year-old Civil War veteran, presenting a flag to his grandson, Corp. Paul A. Warp, now a lieutenant, who is accepting the flag on behalf of Kearney County men in service. It was originally printed in a booklet published annually by Warp Publishing Company, Minden, Nebraska, of which Paul and his father are the proprietors. That booklet is full of such good will builders as this flag presentation, and represents something that could be done profitably by many printers



WE MUST BEWARE OF trying to build a society in which nobody counts for anything except the politicians and the officials, a society where enterprise gains no reward and thrift no privilege. . . Of all the races in the world our people would be the last to consent to be governed by a bureaucracy. Freedom is in their blood.—*Winston Churchill*

The Inland Printer

THE LEADING BUSINESS AND TECHNICAL JOURNAL OF
THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES



PUBLISHED MONTHLY BY THE TRADEPRESS PUBLISHING
CORPORATION, CHICAGO, ILLINOIS. • J. I. FRAZIER, EDITOR

JULY

1943

Bread, Butter, and Beefsteak!

I CAN'T THINK A BILLION DOLLARS. I do not know just what Mahatma Gandhi's stomach ulcers are going to do to the British Empire; and I can't grasp the idea of a government-financed dairy project on the Milky Way.

All I know is just what I've picked up during the past thirty-five years in the advertising business.

So I am going to stay inside my depth. I am going to talk about Advertising; specifically about what advertising is doing to help win the war, and what advertising has got to do if this bloodiest of all wars is going to STAY WON.

All right—first things first—what is advertising actually doing to help win this war?

Just as a starter, it elected Franklin Delano Roosevelt President of the United States three times.

I ran across a fellow the other day who thinks that was a terrible mistake; but I don't quite agree with this gentleman. Aside from all economic and political considerations, as an open-minded Republican—if there is such a thing these days—I'm for giving the devil his due. Any man, I feel, who can handle the world's smoothest diplomats successfully, take Dakar without firing a shot, and keep Rommel advancing *backwards* into the sea, is doing a commendable job. I doubt if Orphan Annie herself could do any better.

Anyhow, we're at war; he happens to be our Commander-in-Chief—and I, for one, salute him! God give him strength and wisdom to bear up under the heaviest responsibility ever placed on any one American's shoulders—since Washington and Lincoln. That, I believe, is the earnest prayer of every sincere American. I am sure you join me in it.

The accompanying speech was given by Homer McKee, vice-president of the Roche, Williams & Cunyngham advertising agency, before the Chicago Federated Advertising Club. Homer McKee is a man who can see the possibilities of the post-war market for advertising and printing, but he doesn't believe it will be handed to us on a silver platter. Advertising men—and printers who hope to print the advertising—must be constantly on the alert for ways of corraling that post-war business. It will pay you to read this speech, and to think while you read it.

Aside from that, advertising has sold all the War Bonds that have been sold; and we have just taken on another 13-billion dollars' worth.

Advertising has donated millions upon millions of dollars' worth of its own magazine and newspaper space, and time on the air, to the cause.

From the upper income brackets, advertising has donated some of its best men to the Government, at \$1.00 a year.

We have collected scrap-iron, to keep the steel industry going full blast. Bacon grease, for explosives. Money for the Red Cross, Community Chests, and Infantile Paralysis Victims; and blood for our wounded.

"Heaven deliver us from an anonymous America! Do we want streets without names? Telephones without numbers? Checks without signatures? Cyanide and quinine sitting, unlabeled, on drugstore shelves?"

To say nothing of shaming absentees back onto the production line; conserving man-power, by reducing industrial accidents; assisting the navy, coast-guard, air forces in their recruiting; and working miracles when it came to generating and maintaining our high wartime morale.

So far as its war record is concerned, I can't see where advertising has a single thing to apologize for.

Particularly since, along with all these contributions, advertising, so far, has been able to keep the nation's brands alive, while the makers of those brands have been too busy turning out the tools of victory to give any serious thought to their own private, industrial welfares in the future.

I think this is a good time for all of us to realize just what brands really mean to this country.

We must remember that, essentially, ours is a *brand-built* economy. You might just as well pull the ocean out from under our Navy as pull brands out from under this country.

The idea of branding is as old as cattle raising. Does anyone in this country want to buy and use maverick merchandise?

Heaven deliver us from an anonymous America! Do we want streets without names? Telephones without numbers? Checks without signatures? Cyanide and quinine sitting, *unlabeled*, on our drugstore shelves? If there were no names on marriage certificates, or on hotel registers, would the rabidest brand-buster care to take personal responsibility for any unpleasant social confusions that might arise? Would any brand-buster, assuming it had passed a laboratory test, care to take just any nameless baby that the

nurses, out at the maternity hospital, cared to hand him?

Not long ago, one of the best-known of the brand-busters was airing his views in the lobby of a Washington hotel. Did you ever notice how eager these enemies of advertising are to *advertise themselves*? And how they will stoop to do it?

Well—anyway—this brand-buster was sounding off; and an agency man, whose name you would know instantly if I mentioned it, decided it was about time to dial the crackpot out. So he said to the brand-buster: "Listen, friend. Do you realize that the Flag itself is a brand? If, as you say, nothing matters but mere *utility*, then why waste money on dyes? Cut out the red and the blue! A white flag would wear just as long. The fact that a white flag means 'surrender' wouldn't bother your kind—but how do you think it would set with the American people? Particularly with their boys in the Solomons and Tunisia, to whom a white flag would mean an internment camp, with barbed wire, black bread, and body lice?"

I don't need to remind you what would happen if we were to do away with brands. You know that there would be no magazines, no newspapers, no radio, as we know these things—and, therefore, no freedom of speech. We all know that these priceless services depend almost 100 per cent on advertised brands for their existence.

You know that all these factories of ours, great and small, out of which are pouring the ships, tanks, guns, and planes which have already turned the tide of battle in our favor, would not be in existence—because *brands built the factories!*

So far as the consumer is concerned, the abolishment of brands would be tragic. His living costs would go up like a balloon with the rope cut! He would be wholly at the mercy of scalpers—compelled to pay whatever the seller chose to charge him—he'd never be sure what he was getting—stores would be full of pig-in-a-poke merchandise—and whom would he come back on, when what he bought went sour?

Under our present system a man might just as well sign his name to a rubber check as to an inferior piece of merchandise!

"Not long ago, one of the best known of the brand-busters was airing his views in the lobby of a Washington hotel. Did you ever notice how eager these enemies of advertising are to advertise themselves? And how they will stoop to do it?"

Kill our brands, and you will kill America!

Is advertising going to stand idly by, and see this crime committed?

The answer is: Advertising already is taking steps to prevent this crime!

Of course, this attack on brands is merely the Pearl Harbor to a general war on our whole free enterprise system.

We don't need any Dies Committee to tell us that, in addition to a global war, we have an equally dangerous *civil* war on our hands. That, while we are spending American lives to insure freedom to all the rest of the world, we stand better than a 50-50 chance of losing *our own!*

The seriousness of this threat transcends all thought of who shall sit in the White House, of who shall, or shall not, return to Congress, or of what political party shall be in power. To blame this conspiracy on any passing personality, or caprice of politics, reflects on our national intelligence.

Don't let anybody sell you on the idea that this old volcano, now in one of its recurrent eruptions, is a *recent* development. This feud between tyranny and freedom is as old as cancer.

Listen—if we are to save free enterprise, we must instantly lift this whole issue completely out of the dirty quagmire of petty politics!

It is only fair to say that this attack on our way of life doesn't come from above at all—it's just a case of rats in the basement! Of little political punks who, under cover of war,

"This attack against our free enterprise system wasn't inspired upstairs—it's a case of rats in the basement."

have got their first taste of power—and can't carry their liquor!

But don't let the fact that they are little men make you complacent. The Japs are little! Twenty-five years ago, Hitler himself was little—and look at the hell he's raised!

The polite name for these political pigmies is: "Academic, economic experimenters." But a better name would be "*economic termites!*" And do you know what termites can do to a building—even to the Capitol in Washington?

It's just the same old shoe-string play. Government's at war! Congress is at war! The people are at war! And these little, unscrupulous conspirators think they see a chance to put over a hot one on us!

Advertising's job is to tip off the play—and *smear* it!

No real American worthy of the name resents this present surrender of our accustomed freedoms. Any fool knows that we've got to fight fire with fire—dictatorship with dictatorship! *Amen!* The tighter they put the screws on us now, the sooner your boy and my boy are going to get back here, safely!

But we serve notice, here and now, that this whole deal is strictly on a *lend-lease* basis—that, after this emergency has passed, the right to govern must revert to the people themselves, where it permanently belongs! The people giveth, and the people taketh away—blessed be the name of the people!

Our confidence, in the final outcome of this fight, is based on the belief that the people themselves will know how to handle the situation, providing they are told what's being done to them.

And advertising is going to do the telling.

Our job—yours and mine—is to make people understand what free enterprise means to them, in terms of bread, butter, and beefsteak—in terms of shoes for the baby.

But we can't explain free enterprise unless we, ourselves, know exactly what it *is*, exactly what it *does*, and exactly *why* it should be bought.

Can't we agree, here and now, on what free enterprise is, and set up our definition as standard?

The quickest way to get at what anything is, is first to decide what it *is not*.

All right—free enterprise is *not* a club that the “haves” beat the “have-nots” over the head with.

It is *not* a flock of brass-hats, sitting around a big mahogany Directors’ table—turning prosperity on and off like water in a spigot!

It is *not* a white elephant, Lake Forest estate, with an insulting “Keep out” sign, bolted onto its locked iron gates!

Nor is free enterprise, as many believe, the exclusive property of Management. As a matter of fact, Labor has a vastly bigger stake in free enterprise than Management has—and how well Labor knows it! William H. Green, president of the American Federation of Labor, recently made this statement before a Labor meeting in Boston: “If this country ever gets Governmental regimentation, then labor will suffer most. Labor, therefore, is deeply interested in the preservation of private enterprise.” And a prominent C.I.O. leader in Washington recently said: “I would rather bargain with any private owner than with any bureaucrat—the bureaucrats have jails!”

No sir! Central Park doesn’t belong to the Rockefellers. Delaware doesn’t belong to the Du Ponts. And free enterprise is *not* up as collateral with J. P. Morgan & Company, any more than the blue sky over America is!

So much for what free enterprise is NOT.

Now, affirmatively, what *is* free enterprise?

Shelled down to the cob, free enterprise is just plain, old-fashioned American *self-government* applied to the everyday job of making a living.

It is the green light on the road ahead of us. That sacred ingredient in our Americanism that turns obscure mechanics into Knudsens, Chryslers, Studebakers, and Fords—small-town Illinois lawyers into immortal Presidents—deaf train-butchers into Edisons—negro slaves into world-honored scientists!

Get this straight! The most obscure apprentice in the smallest shop is an *industrialist*! The raggedest newsboy, if he has one single penny in his unwashed hand, is a *capitalist*. And you’d better be good to that kid; for, under the free American system, you might be tried in his court some day!



“Advertising’s one big job is to correct people’s thinking, so that they will never get into another mess like this.”

Tom McKee

These are the facts about free enterprise that advertising must make the people see.

It doesn’t make sense to them that, in 167 short years, this nation should be able to accomplish what other nations have failed to accomplish in centuries. “What have you got that we haven’t got?”—they say to us. “What is your secret?”

And when you come to think of it, that isn’t such a silly question—after all, we’re just Smiths, Levinsens, Olsens, MacFarlands, Von Ludwigs, and Kellys, the same as they are. Yet, somehow, we seem to be able to “go places and do things.” How come?

It’s all wrapped up in just one word: “Environment!” The climate in this country is simply more favorable to accomplishment than is that of any other place on earth. Exactly as your car will run better on a smooth, level, concrete road—than it will on a bumpy, rutted road—so will your mind and your body work better under American conditions than they can anywhere else in the world.

They used to say that Knute Rockne could make a wooden Indian play football. Why? Simply because Rock knew how to put fighting heart into a kid. If he could condition the soul of a boy—fire him with that never-say-die Notre Dame spirit—the other fellow’s beef meant nothing—touchdowns came automatically! “Inspiration!” *That’s the*

word! There you have the secret of all that is America. The simple fact that no man can boss us—that, under the Bill of Rights, we bend the knee only to God—inspires us to do better than we know how—makes us win games . . . and wars!

We say that free enterprise is a fine thing; but that is just a typical American boast. The acid test is: What, *specifically*, has free enterprise done for this country? What, *specifically*, has it contributed to the world?

“All right,” as Al Smith would say, “let’s look at the record!”

Free enterprise has made us the most prosperous nation in all history. No other nation—no combination of nations—which did not include the United States, could stand up, for one month, under the financial load which the people of this country are today bearing bravely, and *successfully*.

It has given us an industrial set-up so vast, and so efficient, that this country has been able, in the few months since Pearl Harbor, to turn out more war stuff, and better war stuff, than Hitler, even with all his boasted efficiency, was able to prod with a bayonet out of his slave labor, in as many years.

It has given us overpoweringly the finest and the biggest army of skilled workers the world has ever known. An army in which ninety-nine out of every hundred are simon-pure patriots of the first water—and every man a General! That’s a higher percentage of good Americanism than the economic department of the average university can show.

It has filled our cottages, as well as our castles—our Main Streets, as well as our Park Avenues, with telephones, radios, every conceivable labor-saving device—thereby liberating our women, and planting them on a high and common plane with their husbands and brothers and sons.

Out of doors, it has given us the smooth, billiard-table roads, the strongest and most efficient railway system in the world, three-fourths of the world’s automobiles—and now, *mastery in the sky*.

Inspired by freedom, American inventive genius has run rampant. The trans-oceanic cable! The telegraph, telephone, Morse code! The phonograph, moving pictures, color

photography! Incandescent light! The cotton-gin, mechanical reaper, caterpillar tractor, and gang-plow! The typewriter, adding machine, duplicator, and comptometer! Cellophane, Rayon and Nylon! Bessemer steel, vulcanized rubber, hydraulic brakes and shock absorbers! Bifocal lenses! Insulin! The linotype and rotary speed press! The steamboat, trolley car! The electron tube and black light! The battleship, submarine, revolving turret, machine-gun, and armor plate! The automobile! *The airplane!*

Meanwhile, what have all the enslaved countries donated? The printing press, wireless, hassenfeffer, and spaghetti!

What a story! Can any real copywriter contemplate it without every cell in his body tingling?

Just what is the situation, as of now?

The President of these United States, on his own repeated statements, stands four-square for free enterprise. Congress is for it. Both great branches of organized labor are officially for it. Not one whisper against it has come from a single individual or group, of any real importance. What are we worrying about? Some may say—"The sale is already made!"

But not so fast! In a democracy, nothing is ever settled till you hear from Kokomo! The people themselves have yet to be heard from on this issue of free enterprise. What about the farmers? What about the rank and file—the men who run the machines—the men who mine the coal—the cab-driver—the old man who cuts your grass—the kid who delivers your papers? What about the white-collar clerk, the milkman, the butcher, the baker, the candlestick maker? What about America's mused-up millions? Are they for free enterprise, as against Government enterprise? I'm asking you!

We must remember that business, *per se*, has been absorbing an ungodly lot of punishment. Much clean linen, in business, was splashed by the mud of Teapot Dome. Ida M. Tarbell's muckraking didn't do the honest people in this country any good. Neither did Teddy Roosevelt's trust-busting do honest people any good. Nor have the honest people been helped any by the studied and deliberate vilification of business, which has been going on lately.

"The President is for free enterprise. Union labor is for free enterprise. Congress is for free enterprise. There's no question about where management stands. So what are we worried about? Listen! In a democracy, nothing is ever settled till you hear from Kokomo. And Kokomo hasn't yet voted on this free enterprise issue."

Then, too, many people in this country could not have pulled through this last hard stretch, if it hadn't been for checks they got from the Government, at a time when private enterprise, whatever the reason, could not, or did not, furnish them with employment.

Accumulatively, all these things have tended to make many people suspicious of business, in the large. So much so, that the mere possession of wealth, in all too many instances, has generated envy and hatred, not confidence and respect.

In all honesty, we are compelled to say that business has not been altogether guiltless any more than organized labor and politics have been altogether guiltless. A few companies have without question taken advantage of their workers—and of their stockholders, too. But such cases have been rare. The vast majority of industrial leaders have come clean; exactly as the vast majority of workers have come clean.

Business has made a big mistake by answering the noisy attacks against it . . . with *silence*. And I don't think there is a single important industrialist in this country today who doesn't realize it.

But all that's water over the dam. It is now advertising's job to present the facts to the American people; and then trust to the intelligence, fairness, and good judgment of the people. If, in the light of the facts, free enterprise is *better* for this country than permanent, post-war bureaucratic regimentation, then free enterprise it will be.

"Advertising never sold anything, on a permanent basis, that oughtn't to be bought. Nor failed ever to sell anything that ought to be bought."

Is there any doubt in anybody's mind as to the outcome, if the full force of advertising is applied to this problem? Advertising never has sold, and never will sell, anything on a permanent basis *that should not be bought*. Correct, sincere advertising never has failed, and never will fail, to sell anything that *ought* to be bought.

The time has come to block this studied misrepresentation—to make everybody realize that there is no such thing as *fractional* freedom. That if you are not free altogether, you are not free at all! If your right foot is caught in a bear-trap, is your left foot free? Are your hands free? Are you free? By the same token, if you are not free, *when it comes to making a living*, do not the four freedoms become hollow mockeries?

Do the blundercrats mean to tell us that we can be free on Sunday and slaves all the rest of the week? Or that we can be free from fear, if we don't know where our next meal is coming from, or old age is creeping up on us, and catching us unprepared to finance ourselves, after we are too weak to work? Can any man be free from want if he hasn't a job, or any prospect of getting one? What becomes of freedom of speech, if bureaucracy seizes permanent control of the press and the microphone?

No man in America can be free, spiritually or economically—if permanent Governmental bureaucracy ever *closes its steel jaws on him*. And it is advertising's job to see that those steel jaws *do not close!*

• • •

What happens in this country, or any other country, is the result of what people *think* and *believe*. And what they think and believe is up to advertising.

Let's not think of advertising *too restrictively*.

Anything we do, to influence the thoughts and the actions of people, is *advertising*.

Most people regard advertising as just something that comes out of printing presses or radio sets, when Goldblatt's want to sell a batch of dresses, or Marshall Field's get stuck on a bunch of fur coats in summertime and would move them.

I would be the first to admit that, normally, the business of advertising is to sell goods now. But I would

be the last to concede that selling goods now is advertising's only job—or even its *most important job*.

Certainly, advertising built State Street—but it also built the mass-production and the mass-distribution, without which State Street would still be a cow pasture.

Of course, advertising pulls money out of people's pockets—but how did that money get *into* people's pockets, in the first place? Through payrolls, motivated and sustained by advertising!

If nothing counted but today's sales; if human beings were worthless except as customers; if there were no tomorrow, no hereafter to industry, to America, to life—then we're all in the wrong business!

Once this war ends, and the impact of peace hits us, the real job of advertising will have just begun. I do not pretend to know what will be expected of us. But I do know this: It will be just too bad for all concerned, if this country doesn't bore into the post-war period with its free enterprise system going full blast! And it is advertising's job to see that our free enterprise system is going full blast, when peace hits us. We have got to put the full strength of public opinion behind it now! That means selling the *people*, as a whole, on the advantages, to them personally, of our free enterprise system.

I don't know just how this sale is going to be made. I have no plan to present for your approval. I ask nothing of the Chicago Federated Advertising Club except your sympathetic interest in a subject which I feel involves the future of America, of Chicago, and of us, as individuals and as a group.

We can't put this fire out with medicine droppers. With a little squirt of advertising here, and a little squirt of advertising there—an occasional ad in a trade journal, or a newspaper, or a magazine. You might just as well shoot a fire—

"You can't put this fire out with medicine droppers—it's going to take the full and sustained pressure of all advertising mediums to wake people up to what's being done to them, and make them do something about it."

cracker in the general direction of Germany and say: *"That's the end of Hitler!"*—as to expect *sporadic* advertising to save free enterprise.

Magazines alone can't win this fight. Neither can newspapers, or radio, or billboards. It's going to take the combined power of all of these powerful mediums, intelligently applied, over a period of time, to waken the people to what's being done to them, and to make them *do something* about it.

Thus far, with but one single exception, no one has seriously attempted to explain the specific benefits of free enterprise to the people in everyday terms of bread, butter, and beefsteak.

I say: "With one single exception!" And that exception is the notably good series of pages appearing currently in *The Saturday Evening Post*. Here is a job which has been studiously thought through, and ably executed!

"This country isn't going to hell—it's just going through hell. And it is coming out, a far finer and better America than we have ever known before."

We should all take personal pride in this series, because it is the work of one of our own Chicago advertising agencies.

My personal felicitations to Hays MacFarland, and to Mr. Aveyard! And to a great publishing house, which realizes that there is more to business, these days, than just declaring dividends.

I am sure other powerful publications—newspapers and magazines—and our incomparably great radio networks, each in its own way, will contribute its power and tremendous influence to this cause. If they all do, then we need have no fear of what's going to happen to our way of life. America, as we have known it, will go on!

I am disgusted with the calamity howlers who say that this country is going to hell. It isn't going to hell! It is merely going *through* hell! And our reward for all this blood, sweat, and tears will be an infinitely finer, and a better, America than we have ever known before. This country isn't finished—it has just *started*!

"This storm is just God's way of making a rainbow. Sooner perhaps than any of us expect, we are going to see a very beautiful rainbow—and it is going to be mostly Red and White and Blue."

This destructive war is creating a market vacuum that defies the imagination—a world-wide vacuum which only America, under a free enterprise system, will have the machine-power, and the man-power, and the money-power to satisfy.

I agree with Tom Beck, president of the Crowell-Collier Publishing Company, that, if we just have sense enough to swap American brains and American finished products for the rest of the world's raw materials and sweat—we are on the brink of the greatest and most sustained era of prosperity that any nation, in all history, ever enjoyed.

In conclusion, I want to repeat Paul Hoffman's warning that, after this war, there is to be no *insufferable unemployment*! If private enterprise, with the sympathetic assistance of Government, cannot supply profitable employment for the millions of workers, thrown out of jobs at the end of the war, and for our millions of returning soldiers, sailors, and flyers—then, in common decency, Government has got to step in and make jobs for these men.

Advertising can do much to position Free Enterprise to meet this approaching challenge, as it has met every challenge in the past.

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When I was a boy, down on a little farm in the hills of southern Indiana, we used to have some awful storms. The lightning blinding us! Thunder crashing! Trees bending like weeds, in the wind! And, one day when we were having a particularly bad one, I looked up at my grandmother and said: "Why does all this have to happen?" "Well child—" she said—"this is just God's way of making a rainbow."

And friends, my guess is that, pretty soon, maybe sooner than we expect, we are going to see a beautiful rainbow—and it will be made up mostly of *Red and White and Blue*!—Copyright 1943, by Roche, Williams and Cunnynggham, Inc.

You can convince some customers that there's **VALUE IN QUALITY**

By Joseph C. Gries

HOW MANY TIMES have you, Mr. Printing Salesman, submitted a price on a prospective job only to have the buyer say that he must give the job to the X Printing Company because, on the same specifications, its price is considerably lower than yours and he can see no reason for paying a premium to you just because you are a nice fellow and he would like to see you get the business?

No doubt this has happened to you dozens and dozens of times, and every time you have wondered how the other fellow can do it. Many times the thought has occurred to you that perhaps Mr. Buyer was just trying to get you to whittle your price.

But actually the other fellow's price is lower and in strict accordance with the specifications furnished. He couldn't go wrong. A photostat dummy showing the layout of every page was given to each printer along with the typewritten specifications.

Perhaps you say to the buyer: "Well, sir, I don't understand how they can do it, but after all, Mr. Buyer, you get just what you pay for."

You are right when you say that. But you must not leave the deal at that point. You must get down to cases and justify your difference in price. If you don't, it is certain to reflect on every price you submit to that customer in the future.

The story of an episode in my own experience will prove my often repeated statement that price is not always the prime factor in the customer's consideration of the deal—and also the printing salesman most likely *not* to succeed is the one who becomes a slave to quotations and builds his entire presentation upon price.

We had been tipped off that a company located in South Bend, Indiana, manufacturing an item of high unit price, was about to place an order for a very handsome new book. This book had a dual job to perform. It had first to sell the recipient upon the idea of enjoying the sport which the product afforded and then it had to sell him on the idea that the product represented was the one to give him the fullest measure of enjoyment.

We had never done business with this company and naturally were pleased to receive the specifications on the job and have an opportunity to figure on the work.

This was to be a thirty-two-page book, printed in four-color process (incidentally, this was the first time the customer had ever bought a four-color process job). Specifications called for a quantity of one hundred thousand, to be printed on 80-lb. coated stock. I make a point of mentioning the specifications because frequently the factors which make the difference in prices are hidden—never found in the specifications themselves, but found in the printer's conception of what the customer should require to get the desired result.

We figured the job on the basis of our interpretation of the specifications and how the job should be handled.

Upon submitting our proposition to the buyer we were informed that we were out of line and that the job would be placed with another house. Naturally we put forth our arguments in defense of our higher price but to no avail. We were several hundred dollars off—too great a difference, we were told.

We asked for an opportunity for further discussion, which went somewhat as follows:

"Mr. Brown, let us grant that our price is higher than the other printer's and for the moment let us admit that we have lost the job to him. Whenever we lose a sale, we like to analyze the situation and reasons for our losing the work. Sometimes these analyses work to the advantage of the buyer."

Knowing that the printer whose price was lower than ours submitted his propositions in completely "broken down" form showing all operations and their rates, we suggested that Mr. Brown take our estimate forms and make a comparison of each operation.

This brought out two interesting facts—particularly interesting in this case because our prospect was buying process color work for the first time. This indicated that he was moving into the use of a class of printing of higher quality. He was selling a high-priced item and was appealing to emotions. That requires good printing.

The examination of the two estimates revealed a considerable difference in two vital factors, both having a positive bearing upon the quality of the job—makeready and presswork.

"Mr. Brown, let's look at those two elements in the estimates. We have estimated that this job requires 115 hours of makeready, while on the X estimate it shows that they figured only 70 hours. Then if you examine the estimate of press-running time, you will note that they must have figured to run their presses at eleven hundred impressions an hour, while we have figured on eight hundred an hour."

"Those two items, Mr. Brown, are the factors which have the greatest effect upon quality. Especially is the makeready important, because that is where quality is built into the job. Inasmuch as the X rates an hour are identical with ours, the lower price can be offered only at the sacrifice of quality. It would seem wise to shoot for quality instead of the lowest price, especially in your case where the manner in which your printed message is presented can have such a vital bearing upon the results you will obtain."

Mr. Brown saw the logic of the argument. I realize that it is not always possible to make this direct comparison with a competitor's proposition, but I point this out as an example of how it pays to dig into every proposition to find just what the reasons are for losing out on a job and then using the findings to your advantage. Always prove the points of VALUE to the buyer and you can sell many jobs that seem lost.

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Wartime Hints About
care and maintenance of typographic

Numbering Machines

*Helpful suggestions on the care of numbering machines
which will guarantee good performance for the duration*

CONSERVATION of all our material resources, especially in so far as civilian requirements are concerned, is the keynote of the present period. Restrictions on the use of metals and other essential materials make it impossible, without high priority ratings, to secure new machinery and other equipment, even though sometimes badly needed to carry on our business.

Hence, we must take mighty good care of what we have, make it last as long as is possible, and get the utmost service out of it. True, replacements, within certain limits, can be secured for renewing worn or broken parts, provided the old parts are turned in for use as scrap metal.

Constant Operation Speeds Wear

Breakages and wear cannot be avoided wherever machinery is in constant operation. It is possible, though, to improve the operation of machines and other mechanical devices, to lengthen their life, and reduce the possibility of breakage and wear by giving them proper care, taking certain precautions, and by regular inspection and overhauling. All of these are factors of maintenance that should be applied regardless of the times or conditions. They are merely elements of good housekeeping.

There is one mechanical device, small, but highly important in many printing plants. That is the typographic numbering machine.

While generally constructed of sturdy materials and built for long life, this machine is, by the very nature of its operation, a complicated instrument with delicate parts which require careful and accurate adjustment.

Cranky Machines Cost Money

Where large quantities of work requiring consecutive numbering are being done, a good bit of it rather intricate combinations of numbering as is the case with many specialties, any maladjustment of the machines can, in a very short time, prove serious. If the proper care is not given the machines to keep them clean and operating freely—well, it may be just too bad.

Manufacturers of these devices have taken great pains to caution users with regard to the care and attention that should be given them while in operation, also the proper cleaning and maintenance.

The instructions given by the manufacturers are given for a definite purpose, and they should be followed religiously. Minor adjustments or the replacement of broken or worn parts can be taken care of without difficulty by the pressman if he is gifted with



Diagram shows proper oiling for numbering machines. Instructions of manufacturers should be followed carefully

ordinary mechanical ingenuity and will study the machines and their operating parts, consulting the manufacturers' instructions and following them.

For any major repairs, of course, the only safe thing to do is to return the machines to the manufacturers, where they will receive thoroughly skilled attention. By taking simple precautions, however, these little devices can be kept in satisfactory operation and their life span greatly increased, and much irritation can be eliminated.

Three Rules of Good Order

Generally speaking, the whole subject of the care and operation of typographic numbering machines might be summed up in three simple rules: Keep the machines clean; keep them properly lubricated; be sure they are properly locked up when getting a form ready for press.

Probably most of the difficulties experienced with the operation of numbering machines can be traced back to lack of proper cleaning. When dirt, dust, or lint from the paper is allowed to accumulate and mix in with the ink that is bound to work its way down into and between the operating parts of the machine, it is hardly reasonable to expect the machine to continue to give efficient operation.

After a job is finished, the numbering machines should immediately be removed from the form and scrubbed out well with a good stiff bristle brush dipped in kerosene, turning the numbering wheels while scrubbing so as to remove the foreign matter from all parts. About a tablespoonful of lubricating oil put into the bath with the kerosene will make it much better and more effective.

Use Slow-Drying Solvents

Kerosene is the best cleaner to use on the brush; in fact, it is recommended for best results. Tarcolin also is used satisfactorily. Benzine, gasoline, and other similar type washes can be used for an initial cleaning, but—and don't overlook this—the machines should not be allowed to stand, or be put away, after such a preliminary cleaning. They should be washed out with kerosene, or, preferably, put into a kerosene bath and allowed to remain there until required for further use.

Benzine and other similar type washes evaporate quickly, and they leave a partly dried out, gummy or sticky residue in the small crevices between operating parts. They also remove all lubrication and will affect the metal parts, causing rust to form and eat into the metal, eventually impairing the operation of the machine. While probably a little slower in its cleaning action, kerosene is more thorough, and it also has lubricating qualities.

When a job is running over several days, the numbering machines should be scrubbed out at least every night. If the paper is of such a nature that lint is deposited to any extent on the form, the machines should be scrubbed out twice daily, at noon and at night, thus allowing a little time for thorough drying.

Store Machines in Kerosene

Every plant using typographic numbering machines should keep a pan deep enough to permit plenty of coverage for the machines. Strips of metal or wood, or a piece of wire mesh, should be placed in the pan, about an inch from the bottom, so the numbering machines will rest on them and not on the bottom of the pan itself. In this manner the dirt washed out of the machines settles to the bottom of the pan and does not accumulate in or around the bottom parts of the machines.

This pan should have a cover to prevent dirt and dust from outside settling into the bath. The machines should not be merely dumped into this kerosene bath, one on top of another. Damage is likely to occur to the surface of the numbers through this mishandling, and dirt from the machines on top will settle down into those on the bottom.

When the machines are removed from the bath to be put back into operation, it would be well to give them a good swishing around in a fresh, clean bath of kerosene to remove any dirt remaining after the first bath. This should be done at least a day before the job is to be started so as to allow the kerosene to dry out. Then the machines should be thoroughly dried and carefully oiled with a good grade of light lubricating oil.

Clean Out With Compressed Air

Where facilities are available, an excellent plan is to use compressed air in cleaning the machines. An ordinary paint spray unit filled with kerosene and operated under a pressure of from fifty to sixty pounds to the square inch, will atomize the kerosene and blow it into and through all crevices where dirt has been allowed to accumulate, rapidly loosening and removing all dirt.

Then blowing the air alone through the machine will remove the excess kerosene and dry the machine. This can be done even while the numbering machines are still locked in the form. Lubricating oil should be applied to the operating parts after this cleaning, to prevent rusting.

Keeping the numbering machines properly oiled or lubricated is a highly important feature of their maintenance. Parts to be oiled or places where oil should be applied vary on different makes of machines, hence the instructions given by the manufacturer of the particular machine being used should

be secured, carefully studied, and followed. Naturally, one familiar with one make of numbering machine will readily be able to recognize the essential points to be oiled on other makes.

Points to remember in oiling are: Do not use too much oil; it is unnecessary and wasteful, and the oil is likely to work out onto the printing surface of the numbers and prevent a clean impression. Do use a good grade of light machine oil, not the ordinary oil used for lubricating the press; the type of oil used for typewriters and adding machines is recommended for numbering machines.

Oil Between the Wheels

For oiling in between the numbering wheels, do not use the oil can; too much oil will be deposited, and the tip of the spout may scratch the surface of the numbers. A good plan is to drop the oil on a strip of paper, place the edge of the paper between the numbering wheels and let the oil seep down and lubricate the central shaft.

On some machines it will be noticed that when all the 4's are lined up on top there is a slight space between them, also at the end opposite the plunger. By placing the strip of paper in these spaces the oil will drip down between the numbering wheels and to the shaft on which they operate.

The numbering machine should also be turned over and a drop of oil placed on the fine spring which controls the operating pawls. Then, by removing the plunger section from the frame, a drop of oil, or preferably a small amount of lubricating grease, should be placed on the cam which operates the actuating pawls.

Care must be taken to prevent oil from getting on the printing surface of the numbers, and this surface should be wiped thoroughly with a clean, dry cloth before printing. Otherwise, oil on the printing surface will prevent a clean impression, as any pressman is aware.

On another make of machine there is a small V shaped opening at the end of the wheel shaft in which oil should be placed. This carries the oil direct to the hole in the wheel which revolves on the wheel shaft. Oil also is placed around the plunger where it moves up and down in the frame of the machine, and at each end of the machine where the actuating pawl oscillates on the shaft.

Be Careful in Lockup

Locking up the numbering machines is another important feature in their proper care and maintenance. Care should be taken to see that the furniture used around the machine is smooth, clean, and even. Where wood furniture is used, the sides in contact with the machine should be perfectly smooth and not battered.

The machine should be locked up so it is perfectly flat on the bed of the press and will not rock or spring when the press is in operation. Faulty lockup can create a great amount of damage in a short time. If the numbers are not printing properly, or the impression is not even, the lockup should be investigated, and if there is any imperfect furniture it should be replaced.

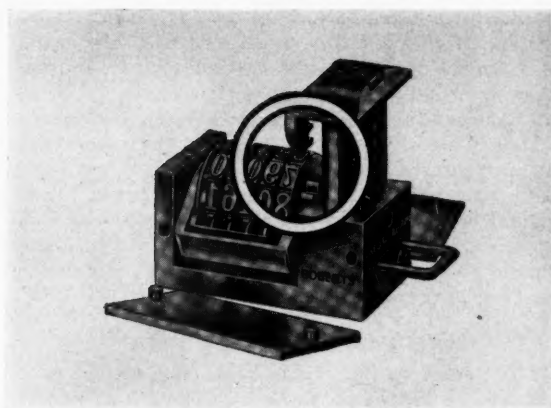


Illustration of a dismantled machine, showing how the various parts can be detached for cleaning or replacement

Rocking or tipping of the machine when under pressure of the impression will cause wear and lead to breakage as well as imperfect impression. Do not put any packing under the numbering machine in an effort to make it print properly, as this may cause uneven pressure on the plunger, cause rocking of the machine, and prevent an even impression and clear printing of the numbers.

Run Figures Parallel With Cylinder

In locking up numbering machines to be run on cylinder presses, the work, wherever possible, should be planned so that the line of figures will run parallel with the impression cylinder. In this manner, the impression on the plunger and the numbering wheels occurs simultaneously and is evenly distributed.

Occasionally, however, and possibly frequently in some plants, jobs have to be printed in which the numbering machines have to be placed at right angles to the impression cylinder. In such cases, the work should be planned and the form locked up so the numbering machines will be placed to permit the impression cylinder to strike the numbers first and the plunger last. Should the impression cylinder strike the plunger first, it will strike on the numbering wheels as the actuating pawls are turning the wheels over, thereby not only preventing a clear impression but also leading to wear and damage.

In the makeready on the press, a hard packing should be used where numbering is being done. This not only assures clear-cut impressions but avoids danger of the plunger punching through the paper. At the same time, the hard packing is essential for proper pressure on the plunger and thereby for proper operation of the numbering wheels.

Overpacking Causes Excess Wear

On cylinder presses especially, care should be taken to avoid overpacking as this is likely to pull the wheels of the numbering machine over, cause slur in the printing, and result in wear on the operating parts of the numbering machine.

Inking rollers should be fairly soft and pliable, not hard. They should be adjusted so they will just ink the tops of the figures, otherwise ink will be deposited down between the wheels. If the rollers are

hard, or are adjusted so they slide over the numbers instead of rolling easily, the action will tend to pull the numbering wheels and thereby lead to unnecessary wear and possible breakage.

Parts of the numbering machine that should be watched closely for wear are the fine ratchet-like attachments which operate the number wheels—the actuating pawls and the retaining pawls. These should be inspected regularly, and if signs of wear appear which impede proper operation the machines should be returned to the manufacturer for repair or renewal of the worn parts.

Watch Comb Spring Carefully

The comb spring, which holds in place the small catches or retaining pawls that hold the number wheels in position while printing, should also be watched carefully. These comb springs will break occasionally, in spite of the utmost care, and should they show signs of wear, or of losing their tension, they should be replaced with new ones, before they have had a chance to break and cause further damage.

Replacing these comb springs is a comparatively simple operation. Using a small, light screwdriver, the two small screws which hold the comb spring in place can be removed, the comb spring can then be lifted off and exchanged. In replacing the comb spring, be certain the screws are set firmly, but not forced.

Incidentally, should these small screws become worn or the slots for the screwdriver be broken, new screws should be secured from the manufacturer.

In reality, taking the numbering machine apart and reassembling it is not a difficult operation for one familiar with machinery, especially if given a little study, and if care is taken to guard against damage to the fine parts. In fact, the pressman who is required to operate the machines to any extent should make it a point to familiarize himself with their construction as it will enable him to give them better care and attention.

Be Careful When Taking Machine Apart

Care must be taken to see that the numbering wheels are kept in their correct order or position. The instructions of the maker of the machines should be secured, studied carefully, and then followed to the letter.

On at least one make of machine, for instance, the plunger section can be removed by applying a little pressure at the top, then pulling it out. Removing the comb spring releases the retaining pawls that hold the number wheels in place. At the side opposite the plunger is a small set screw. When this screw is removed, the bar or shaft on which the number wheels operate can be pushed out. The wheels may then be lifted out, and any accumulation of congealed dirt can easily be removed.

Again, caution must be exercised to keep the number wheels in proper order when replacing them in position on the shaft, and reassembling the parts of the machine. Never at any time, whether in assembling the machine or setting it for operation, should force be used. All parts of the machine should assemble and operate freely.

A word of caution also with regard to setting the number wheels when getting a form ready for printing: Never at any time use a metal instrument for setting the number wheels. This may lead to chipping or scratching the printing surface of the numbers, or otherwise damaging the machine. It is well to have a sharp pointed hard wood stick—a wooden meat skewer is a handy tool—for this purpose.

Proper attention to the care and maintenance of typographic numbering machines will more than pay for the small amount of time required. The machine will respond by giving more satisfactory operation, its usefulness will be extended many fold, and its life will be lengthened. Repairs will be fewer, and loss through spoilage will be greatly reduced if not wholly eliminated.

This subject of the care and maintenance of typographic numbering machines may seem an unimportant one to many who are not accustomed to doing work that requires numbering. In the large number of plants doing ticket and coupon printing, sales-book printing, and other similar specialty work, it is extremely important.

Numbering Work in Large Volume

Take one plant alone, which the writer visited while in search of material for this article. There, we were shown, the inventory of numbering machines alone runs close to the \$30,000 mark. That means a sizable amount of numbering is done in that plant, and imperfect adjustment or improper operation of those machines could soon pile up a mighty sizable dollar loss through spoiled work, to say nothing of time lost in getting the machines to operate properly, and the irritation caused by machine failure.

Considering the nature of the machine itself, the character of its construction and operation, the intricate numbering and combinations of numbering that can be secured through its use, one cannot help but marvel at the genius which conceived, developed, and perfected this little device known as the typographic numbering machine.

Surely this machine is worthy of the necessary care and maintenance to keep it in perfect operation at all times.

CHIEF POINTS IN THE CARE OF NUMBERING MACHINES

1. Clean with kerosene and store in kerosene bath.
2. Follow instructions of the manufacturer of your machine regarding lubrication.
3. Improper lockup is responsible for much of the damage to numbering machines.
4. Use hard packing on press for numbering jobs.
5. Replace worn parts before further damage is done.
6. Never use metal instruments in setting wheels.
7. Return machines to factory for major repairs.

Watch Out for Inflation of the Balance Sheet

A careful monthly or quarterly analysis of your balance

sheet, particularly with reference to the eight factors

listed in this article, is a necessary procedure today, if you would remain in business • By A. C. Kiechlin

WHEN THE PRINTER thinks about inflation, it is in terms of our currency, but there is another form of inflation that he seldom considers. This is inflation of the balance sheet. Recent field studies show that printers' balance sheets carry too much water, and this is largely because the financial statement is seldom analyzed.

Even printers who analyze their profit-and-loss statements consistently are wont to let balance sheet analysis slide, yet both of these records should be studied critically month to month. After a profit-and-loss statement is prepared, it takes but a short time to list the assets, liabilities, and net worth that comprise the financial statement, so lack of time is no excuse for passing up this important business chore.

SURVEY SHOWS INFLATION

In checking over the balance sheets of a number of printers during the past six months, it was found that the net worth showed as much as 35 per cent inflation, an unwholesome condition that may imperil survival today and will give trouble in the post-war period when a heavy demand for printing plus keen competition for this lucrative business comes to town.

The demand that has been bottled up for the duration will assume gusher-like proportions, bringing in its wake a bonanza market for all kinds of printing that only those printers financially sound can handle. Those in a position to modernize their equipment and promote sales aggressively with the least financial strain will make the most profit.

To keep financially sound for the duration, it is necessary to analyze the balance sheet as well as the profit-and-loss statement monthly, or at least quarterly, so that defects can be corrected before they become chronic.

In the past, the majority of printers were concerned with only two figures on their books, net profit and net worth. In both cases, the accuracy of these figures depends upon the accuracy of the supporting accounts, and these may be wrong.

More critical analysis is required to get the lowdown on operating efficiency and financial management. A healthy looking net worth on paper may belie the figures. This net worth may be bloated by inaccuracies in supporting accounts and the business may need doctoring.

RAPID CHANGES NECESSITATE CHECK

Before the war, it was sufficient to check the balance sheet annually, but, today, changes are coming so rapidly that a monthly or quarterly check-over is necessary. Let us look into the main phases of balance sheet analysis as it concerns the printer.

Current assets: Cash, receivables, inventory. Before the war, if cash was 25 per cent of current liabilities, this was considered a safe ratio. Today, the printer should see that the cash account money in the bank and till runs at least 35 per cent of current liabilities.

Because money is plentiful, and easier to get than before Pearl Harbor, there is a tendency to be satisfied with a lower cash balance, strange as it seems. Sometimes the printer draws more remuneration for himself, is more lax with credits and collections, or is too busy to pay attention to those little loss-leaks that mount up in time.

This is a bad business practice. Keep the cash account above pre-war level and the accounts receivable below pre-war level so that you have ample funds to keep inventory at maximum.

Get a list of outstandings each month and try to keep the total down to 50 per cent of pre-war figures. If your receivables ran 30 per

cent of sales in pre-war days, they should not top 15 per cent of sales today.

The fewer the receivables, the more cash available to keep inventory at peak and current obligations paid promptly.

Before the war, the inventory was considered satisfactory if it ran 35 per cent of current assets. Today, the higher the percentage, the better. You need not fear being over-inventoried for the duration. Stock is as liquid as cash today. In connection with balance sheet analysis, you should devise a method of stock control and then watch this record monthly.

Stock control, in itself, is an anti-inflationary measure because it enables a business to get greater sales volume a dollar invested in fixed assets. The greater the sales volume to fixed asset value, the less danger of water in the net worth. War shortages now make it necessary to watch the inventory as carefully as your cash to minimize losses.

ALL SHOPS MUST HAVE SYSTEM

Your old-fashioned methods of haphazard stock-keeping without an iota of control cannot be tolerated today, even in the smaller shops. The printer must record incoming and outgoing materials and verify stock balances on the stock control records, at least, quarterly, or, preferably, monthly.

Fixed assets: Building, furniture, fixtures, machinery, and the non-mechanical equipment and trucks should be scaled down sharply for the duration. Because it isn't always possible to service machinery and other fixed assets as in peacetime, due to war restrictions, manpower and materials shortages, they depreciate faster today and this is one source of balance sheet inflation that should be watched carefully.

Some balance sheets studied did not even show reserves for depreciation. It must be remembered that

the new mechanical equipment and new printing methods to be brought out in the post-war period will create forced obsolescence of present holdings.

Few printers consider obsolescence on their balance sheets. We suggest that you include a 15 per cent contingency reserve for obsolescence that is almost certain to affect your fixed assets in the post-war period and if you haven't depreciated these assets, write them down to present value.

In some cases, it may be necessary to increase the charge-off if you are unable to maintain your fixed assets in first-class shape due to inability to make adequate repairs or if your servicing equipment is being used more than in pre-war days.

MANY OVERRATE GOOD WILL

Good will: Write this down to \$1. In one case reviewed, the good will was valued at \$5,000. Obviously, this is water in the net worth.

Current liabilities: Accounts payable, loans payable, accrued items, such as payroll and taxes due but not paid. The biggest weakness here is in failing to enter accrued items, which inflates the net worth for the period. Accrued items should be pro-rated and charged to profits monthly. This lowers the credit to net worth, prevents inflation.

Be particularly careful about accruing taxes. Many enter their taxes only when paid. Taxes should be pro-rated monthly so that they appear on the balance sheet as an accrued liability instead of inflating the net worth.

RATIO SHOULD BE 3 TO 1

Check the ratio of current assets to current liabilities. If 3 to 1, your working capital is in the safety zone.

Fixed liabilities: The field studies showed that mortgages and other long-term obligations are not being reduced as much as desirable. Try to reduce your fixed obligations in order to reach the post-war period in as liquid a condition as possible and reduce interest expense. This is another reason why accounts receivable should be kept at minimum. Money tied up in receivables could better be used to liquidate long-term obligations.

Contingent liabilities: Some printers had discounted notes given them

The SALESMAN'S CORNER...

HERE IS A NEW SALES PROBLEM which appears to the printer more and more often as his customers' executive help is depleted by needs of the war effort.

Perhaps the easiest way to outline the difficulty is to recount a recent characteristic experience. For some years the writer has been calling on a wholesale supply firm. Most of its advertising material is supplied by the manufacturers of the goods it handles but the firm does get out a yearly catalog and price list. The edition is large, costing some \$6,000 or \$7,000. Two years ago the writer bid on this catalog for the first time. He was low,—by something less than 1 per cent. The price put the purchasing agent on the spot. Should he save a few dollars by taking a chance on a printer who had never done work for him? Or should he give it to his old printer and save his peace of mind?

A PROMISE OF FUTURE JOBS

The purchasing agent decided in favor of his peace of mind. Just what followed remains a mystery but the purchasing agent subsequently expressed a wish that he had decided otherwise; and he practically promised the job to the writer if his price was in line on the next bidding.

Then came Pearl Harbor. Manufacturers cut the number of their lines or stopped civilian manufacture altogether. It looked as though this catalog was out for the duration. Nevertheless, the writer made an occasional call to keep up his acquaintance. Then one day he found out four things which surprised him.

1. The firm was now considering a smaller catalog.
2. The former purchasing agent was no longer there.
3. The catalog is now handled by an executive who knows nothing about its preparation or about printing in general; and is too busy to be bothered.
4. This executive is not interested in the writer or in any other printer who says he can print the catalog well. He is interested in finding some printer who did the job before and who knows all about it.

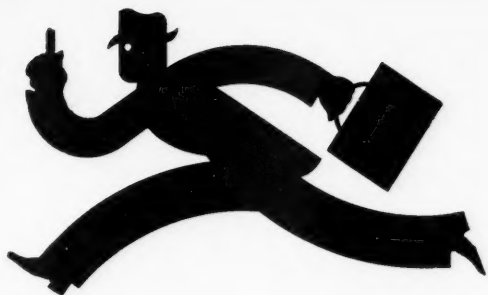
MANY INEXPERIENCED BUYERS TODAY

Perhaps this is an extreme case. But the fact remains that printing is now being bought in many cases by people who have neither bought it before nor have any special training for buying it; and when the switch from the regular buyer is made suddenly, the printer who fancies that he is "in" with that account may suddenly find that he is only on the outside looking in. Even the old reliable precaution of making friends with the buyer's assistant, the young man on the way up, does not always work. In these days the young man is likely to disappear first.

What to do?

Well, in the first place it is evident that we need to keep a closer contact with our once-in-a-while customers. Even when the firm has only one worthwhile job a year, more frequent calls are worth the trouble in order to protect our interest in it.

Second. We need to make the acquaintance of the executive who will have the say about buying, if the present purchasing



By
*Forrest
Rundell*

agent disappears. This may not be easy because it often happens that this executive is the real power behind the buying, while the man we know is simply a buffer.

Third. We need to pad our mailing list so that this higher-up also gets our direct-mail advertising. Here again, if we can at least get the name of the executive who has the final responsibility for the printing and put it on our mailing list, we can help protect ourselves in case of change. The writer recently saved a monthly sales-letter job in just this manner. Through rapid-fire changes in personnel four different persons gave out the job in as many consecutive months. The job, however, stayed with him because he had made an impression on the executive who used the job. The executive simply told each successive purchaser where to get the work done, and that was that.

OUR OWN ADVERTISING MUST BE CHANGED

Fourth. We may need to change the character of our advertising. Most of us have relied on a series of direct-mail advertisements which depend on cumulative effect for their value. By itself each piece tells only a small part of the story. True, most such pieces reiterate that the senders are good printers. Most of them contain at least one selling idea plus a statement as to some of the kinds of printing the firm does; but, unless the recipient gets, reads, and remembers the whole series his impression of the printer is somewhat patchy.

Now, this form of advertising works well in normal times. The writer can testify that it can be made to work exceedingly well when the advertisement takes the form of a house-organ. Particularly is this true when the house-organ always contains bits of information of genuine value to buyers.

But, for quick results the serial form of advertising is almost useless. It says too little. No one piece contains enough information to help an inexperienced buyer make his decision. To influence a new buyer quickly we must do what only a few printers have done well, namely, send him a printed piece which completely sells the service of the plant.

COMPLETE STORY MUST BE TOLD

Such a piece could well be 8½ by 11 inches. The cover could have a tab edge which would stick up in the file drawer with some such heading as "Where to buy printing." As the first part of the reading matter, the printer could list all the various kinds of printing the shop is prepared to handle. Following this could be a list of the special services offered. If the printer can furnish planning, copy, layout, artwork, and engravings they should be listed with a few explanatory notes. Then, too, several full-page halftones might be made from a display of significant jobs which the printer has done in the past year or two. The point is that the advertising piece should be such that the prospect could find in it evidence that the printer could handle his requirements.

Buying habits of many firms have changed or are changing. Unless we are ready to shift our selling habits with them we may find our competitors beating us to the accounts.

by customers in payment of accounts but they had written no contingent liability on their balance sheets. If a customer doesn't pay a note that has been discounted at the bank by a printer, the bank will look to him for settlement, hence, a liability should be set up for this contingency and to keep water out of the net worth.

CARRY SUFFICIENT RESERVES

Reserves: Only 60 per cent of the financial statements studied carried reserves for depreciation of building, machinery, trucks, bad debts, and other items which inflated the net worth. Printers should check on this immediately and write reserves into their books based upon present value of working assets.

In one case, a printer had a \$5,000 damage suit pending against his business. He should have set up a contingent reserve to cover possible loss of suit.

Some concerns are including a war reserve on the balance sheet, not a bad idea for the larger printers. Usually, a war reserve is figured at ½ of 1 per cent of sales and this amount is charged to income and credited to the reserve. A word of caution should be injected here. As mentioned last month, reserves are paper figures and do not represent cash set aside. An analysis of many balance sheets in this field shows that 25 per cent were deficient financially despite the maintenance of adequate reserves, so don't be too satisfied about your financial standing just because you have set aside substantial reserves and the amount looks hefty on paper.

NET WORTH MUST TOP LIABILITIES

Net worth: Includes capital and surplus for a corporation. If an individual or partnership, the net worth is the difference between the assets and the liabilities. If the net worth is more than your liabilities or debt, you are in the right groove.

In the field studies, it was found, after the net worth was deflated with the proper charges, that about 30 per cent of the balance sheets showed that liabilities exceeded the net worth, a dangerous condition.

The net worth should exceed the fixed assets because the business ownership should provide more than the fixed capital, otherwise, the ownership is contributing no

working capital to the enterprise. If your fixed assets exceed the net worth, you probably are plagued with high fixed charges, a difficult condition to counteract these days. Even though that condition exists, and you are unable to change it, it pays to know where you stand.

The net worth is not to be considered the value of a going business, it is the amount invested in the enterprise. A business may be worth more than its net worth, which is determined by the profits earned over a period.

The difference between the book value of net worth and the value of

tion of net worth. Some printers have good will on their books that should be written off.

If the return on investment or net worth is 6 per cent today, you are doing a good managerial job, but if the net worth is inflated, you may fool yourself on this return. You may be earning a bigger return than you figure but the water in the net worth obscures the fact.

For example, if your net worth is \$45,000 on paper and it carries \$9,000 water, and your net profit on sales is \$1,800, you will figure you earned 4 per cent on investment. But your net worth, with the water

JOB-SCHEDULING BOARD SAVES HIM MANY DELAYS

● JACK BRUNETTE, a printer in Los Angeles, got tired of losing track of a rush job every so often in his shop, and decided to install a system of job-ticket scheduling.

He decided that the board, which was to form the central portion of his system, must be built from whatever materials he had on hand.

On this page, you see the results of his handiwork. It is a simple system, but by glancing at the board he can tell instantly where every job in the house is at that moment.

JOB TICKET CONTROL BOARD

ALL WAR PRODUCTION PLANTS HAVE PREFERENCE

SYMBOLS — RED - RUSH

YELLOW - REGULAR

BLUE - NO RUSH

KEEP PEGS IN PROPER POSITION

JOB No.	NAME	DESCRIPTION	NEW	MACHINE	H. COMP.	PROOF	CORRECT	CUTTER	LOCKUP	PRESS	BINDERY	PROOFOUT	HOLD	OUTSIDE	WRAP
1001	John Smith	500 Time Cards	●	●	●	●	●	●	●	●	●	●	●	●	●
1002	Black Motor Co.	5M Folders	●	●	●	●	●	●	●	●	●	●	●	●	●
1003	First National Bank	2500 Blotters	●	●	●	●	●	●	●	●	●	●	●	●	●
1004	Household	1500 Posters	●	●	●	●	●	●	●	●	●	●	●	●	●

Top portion of job-scheduling board which is used by Jack Brunette of Los Angeles to keep in touch with all jobs as they progress through his plant

a going business is expressed by the term "good will." In this field, our experience indicates that the good will is worth the annual net profits for the past six years. When this sum is added to net worth, it gives an idea of the price you should get for your business.

Where courts have set a price on good will, the number of years' purchase of profits have run from two to ten, depending upon the nature of the business, the length of time established, and its prestige.

Because good will is an intangible asset with tangible value, it is a problem child to accountants and business men. The purchaser who pays for intangible good will must show what happened to his tangible cash, so enters it in the books. The proper procedure is to write the good will down to \$1, charging the difference to profits over a span of years, not more than six, but often this isn't done. The good will "stays put" and represents so much infla-

squeezed out, is really \$36,000, so the \$1,800 net profit on sales is a 5 per cent return on investment.

On the other hand, if your net worth is less on paper than it should be, the return on investment will be exaggerated, so you see it is very important that you check your balance sheet carefully each month in order to get an accurate picture of all operations.

In the final analysis, you are interested in the return you get for your investment in your business and if you can keep this return to a satisfactory level, the size of your net profit on sales is of secondary importance.

44th ANNUARY YEAR OF THE INLAND PRINTER

● It pleases us immensely that you consider our covers so favorably. This is, of course, a reflection on your own splendid magazine from which we have adapted so many of our ideas for *The CREDIT WORLD*.—ARTHUR H. HERT, Associate Editor, *The Credit World*, St. Louis, Missouri.

In order to operate this system, it was necessary for Mr. Brunette to obtain a supply of ordinary wooden golf tees, such as are sold in drug stores and sporting goods stores. Various colors are used to denote the speed with which the job is wanted. Red means rush, yellow means ordinary service, and a blue tee means that job can be pushed aside to make way for the rush jobs.

Whenever a job is received, the ticket is made out, and a card is placed in the slot at the left of the board, containing such information as the job number, customer's name, and a brief description of the job. Then a tee of the proper color is inserted in the hole in the first column, denoting that job is in work.

When the job moves from the office into the shop, the tee is moved to the right as it goes through the various steps in its production. The board is eighteen inches wide, and deep enough to take care of the average number of jobs in the house.

The Proofroom

ARE SOLICITED AND WILL BE ANSWERED IN THIS DEPARTMENT. REPLIES BY MAIL CANNOT BE MADE



By Edward N. Teall

Q. AND A.

At what age is a proofreader actually superannuated, not fit for further service?—*Indiana*.

To wisecrack in reply to this question would be in bad taste, and an act of tragically bad judgment.

Proofreading is an indispensable part of the printer's service, which is just about as essential as anything can be, even farming and transportation. Printing is the core and the key of the modern system of communication, the universal disseminator of information and knowledge, the common medium for exchange of ideas, ideals, and programs.

No matter who does it, proofreading *must* be done by someone, professional or not. Without a check-up, the possibility of error is limitless. And in these war times, with younger men called into the armed services, the old, supposedly retired proofreader becomes invaluable as a backer-up. This brings us to the point of immediate interest.

Some proofreaders are to all intents and purposes superannuated at thirty; that is to say, they never do have the proofreader's essential qualifications of keen eyesight, an intelligent discernment of possible error, and reliable powers of correction. I have seen men of well advanced years, men whose powers of vision were fading but who could put in a full day's work and give service of highest quality.

I myself find, in bitter experience, that to be a sexagenarian seems to be to stand guilty of the unpardonable sin. I tell my Navy sons they'll be there someday, themselves—if they're tough enough to take a lot of punishment.

In all seriousness (but without solemnity) I say: *Go slow on this business of saying a man's "too old" to read proof.* A man's age, as a matter and measure of efficiency, is not best reckoned in terms of years. The date of the birth certificate is not as important as the youth of his mind, heart, and spirit. Strong

glasses make up for weak eyes. Ripe judgment is worth more than fiery zeal. Experience makes value. The *seasoned* reader is always a treasure. As far as age itself is to be considered I would say: Don't even be suspicious of a good man until he is at least seventy.

"HAD" OR "WOULD" RATHER?

Which is correct, "had rather go" or "would rather go"?—*Connecticut*.

I once knew an old editorial writer who explained it this way: Take the two expressions, and leave out "rather." He boiled it down to "had go," and "would go." Clever, but not fillin'. Idiom seems to favor, strongly, the "had" form. I suppose it goes back to some early English usage. Who can help us out?

CHOICE OF WORDS

Is "apt" a good word?—*Ohio*.

Where it says exactly what is meant to be said, it is the perfect word. I suppose the querist is thinking of such expressions as "apt to go," "apt to happen." "Apt" properly means able, fit. In the expressions given above, it is a poor substitute for such words as "likely." A person is apt at his work; a thing is likely to happen.

AN UNANIMOUS?

I changed "a unanimous decision" to "an unanimous decision," and caught a call for it. Who's right?—*Kentucky*.

"A unanimous decision" is correct. "An" could be used only if we said "un-animous" or "oo-nanimous." The initial "u" carries the initial sound of "y," just as if the word were "yunanimous." I see no room for argument or debate here. It goes according to sound.

CAPS IN HEADS

Which words should be capitalized in headings, and which not?—*Michigan*.

Capitalize all the main words—nouns, pronouns, verbs, adjectives, and adverbs. Length is sometimes made the criterion, and so we get "Against." But grammatical value is the true test.

VERBAL OVERMUCHNESS

What is the difference between tautology and redundancy?—*Louisiana*.

Let's forget lexicographical formalities, and put it down in plainest English.

When you commit tautology, you are saying something, and then saying it over again in different words; the example in Webster is "audible to the ear." Professor Perrin's example, in "Writer's Guide and Index to English," is "the *modern* college student of *today*." To this brilliant instructor the essence of tautology, the boil-down, is "unprofitable repetition of meaning."

When you perpetrate redundancy, you simply use too many words in expressing an idea (if any). Under "Redundancy" the Colgate professor refers his readers (and I hope they are many!) to his entry "Wordiness." Wordiness is failure to present compact, exact expression—one of the great goals of a good writer; method of expression is second only to possession of "something to say." Vividly, Mr. Perrin describes wordy writing as "fuzzy." The older expression is "loose writing." In another form, it is flabby writing; it lacks muscle and nervous energy.

Modern publications, like *Time*, base their snappy style on condensation—and frequently overdo it. . . . Incidentally, if you want to master some fine points of diction, you will find it profitable to make an intelligent study of the difference between *-ance* and *-ancy*, as in "redundance," "redundancy." There is a difference, and of course it applies to words in *-ence*, too, like "competence," "competency."

The tendency to the "y" form is grievously overdone. You may write "persistence" instead of "persistency," but no one ever writes "prominency." Study of word endings is sadly neglected; it is one of the keys to mastery of expression. (And this is a valuable tip to the student of English who "means business.")

HIYA, TYPESTICKER!

You have given me much pleasure and some education concerning the use of words. Now, as to type being sticked or stuck. Type is sticked, not stuck, when set in the good old fashion. Just as hay is baled in a baler. Type, stuck, is nothing; properly sticked, it is on its way to a useful accomplishment. This comes to you from a typesetter who happily got a job in 1881 in the print shop of *The Long-Islander*, founded by Walt Whitman at Huntington, L. I. I quote from Oxford English Dictionary:

stick (stik) *v* pa. t. and pa. pple. *sticked* (stikt) often *erron. stuck* (f. stick sb) 1. *trans.* to lay sticks between . . . 2. To furnish . . . with a stick 3. To set up (type) in a composing stick. . .

Now, sir, let's see what the other fellows say.—*New York*.

So: There's one verb, to *stick*, with past tense and past participle *stuck*, and another with *sticked*. That is to say, one with regular, and one with irregular conjugation. A burr *sticks* to you today—yesterday, one *stuck* to you. The stamp that was *stuck* on an envelope remains (we trust) *stuck* on it today. The swain does not tell his lass "I'm *sticked* on you." But when type is set in the composing stick, it is *sticked*, just as a plant supported by a stake is *staked*. Compare "The bird *flew* out," "The batter *fled* out."

The question that was to have been difficult seems to be properly disposed of. Perhaps the *Proofroomers* will forgive me for indulging in a bit of the personal stuff: In the "Dictionary of American Biography," published by Scribners in 1936, I find that Teall, Francis Augustus (father of my father, F. H. T.), was born at Fort Ann, New York, "learned the printer's trade, and went to New York in 1841 to seek larger opportunities. . . . He worked beside Walt Whitman at the composing case, and was later advanced to the proofreader's desk. Toward the close of 1844 he joined the staff of George Hooker Colton's *American Review: a Whig Journal*."

The interesting thing, to me, is that I have always understood that somewhere between 1841 and 1844 he followed Whitman in running the Huntington paper. Can any of our oldtimers give me confirmation of this belief—or knock it definitely out? . . . Another interesting (to me, at least) quote: "Among printers and publishers he was held to have

raised proofreading to the rank of a learned profession." Perhaps it "runs in the blood." The T. family is supposed to have printer's ink in its veins. (Pardon the dreary verbosity of all this.)

STYLE, ALWAYS A PROBLEM

Should we make it "psychoanalysis" or "psycho-analysis"?—*North Dakota*.

It's a question of style. Style in such words should consort with your all-round style. If you use a lot of hyphens, you can use one here. If you follow the American custom of avoiding hyphens and preferring the solid or two-word forms, this is a word to run solid—with no hyphen and no space; just "psychoanalysis."

PROOFREADER'S MARKS

When I have an abbreviation or a number that I think should be spelled out, I write in the margin "s. o." My foreman wants to know what kind of newfangled nonsense this is.—*Georgia*.

My own practice is to write the full instruction, "spell out." I don't think it wastes space or effort. Many readers write "sp." It seems to me "s. o." is as defensible as "bf" for "blackface," "s. c." for "small caps," and "lc" for "lower case."

PLURALS, LATIN AND ENGLISH

What is the plural of the word *formula*?—*Indiana*.

For plain folks, *formulas*; for scientists and scholars who just can't get past their Latin, it's apt to be *formulae*. It seems to me there is less reason for such differentiation here than in *indexes*, *indices*. In other words, *formula* does seem to be a bit more completely Englished, and therefore smoother.

"THE HONORABLE—"

I write "Hon. John Smith." Is "The Hon." definitely and positively better?—*Illinois*.

I was always trained to "The Hon.," so naturally it seems right to me. I think it has support of best usage, too, but I can't honestly say that I see any real choice. But I shall always stick to "The Rev." instead of "Reverend Jones."

\$5 BILLION

What do you think of this modern style, \$5 billion?—*Florida*.

I don't care for it; it says five dollars billion. But it does save a lot of zero spaces. And then again, \$5 would be more logical than the old, established way of writing it, \$5.

It's a Quiz

Answers to the following list of questions have appeared in the pages of *THE INLAND PRINTER* and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 64 of this issue?

By R. Randolph Karch

1. Peacetime checks of women workers in all of the graphic arts totaled over 23 per cent. Check the answers below to note what percentage worked in letter shops, gravure, commercial printing, and binderies.

a. 2; b. 7; c. 14; d. 20; e. 32; f. 46; g. 53; h. 61; i. 73.

2. The maximum speed of any press is its most important quality. True or false?

3. The easiest way to cure workups on long runs is to hammer them down as they appear. True or false?

4. Offset presses are in use which allow the sheets to travel between two blanket surfaces which print on both sides at the same time. True or false?

5. Duplex paper is: a. Used for two purposes. b. Of a different color on each side. c. Finished on one side, rough on the other side. d. A trade name.

6. Give two good reasons why four-color process standards in ink promise to be unpopular.

7. Ludlow ruleform is best put together by sliding interlocks together sideways. True or false?

8. What three adjustments would you make to get porous paper to feed on automatics?

9. What process would you use to get the best lay of white on black stock?

10. What difference is there, if any, between a copyreader and a copyholder?

11. Best sellers in fiction can be predetermined by book publishers. True or false?

12. Printers usually make more money printing books than do the authors who write them. True or false?

GOOD • BETTER • BEST?

★ ★ ★
TRADEPRESS PUBLISHING CORPORATION
 AMERICAN HAIRDRESSER ★ THE INLAND PRINTER ★ CHEMICAL INDUSTRIES ★ ROCK PRODUCTS
 309 WEST JACKSON BOULEVARD, CHICAGO, ILLINOIS ★

AMERICAN HAIRDRESSER
 CHEMICAL INDUSTRIES
 ROCK PRODUCTS
 THE INLAND PRINTER

Tradepress Publishing Corporation
 309 WEST JACKSON BOULEVARD • CHICAGO, ILLINOIS

GOOD • BETTER • BEST?

by Dan Smith, Art Director, Hart Schaffner & Marx

CONTROLLED VISUAL FLOW is the basis of all good design. With this premise in mind, a few minor, yet extremely important, changes have been made in two of the letterhead contest entries (shown above). With these changes either design could have placed higher on the winning list.

The changes are simple, and do not require the resetting of either design, but merely better use of position and balance of color, and more generous use of "wind" in the designs to achieve better balance and better perception of the information units.

In cases like these, where the letterhead is that of a publishing organization whose journals enter various trade fields . . . the company using the stationery should have emphasis placed on its own publication name. This is the *functional* element that was lacking in the letterheads chosen for criticism.

Placing of THE INLAND PRINTER nearer the visual focal point, and in color, immediately establishes in the reader's mind that this

letter is from THE INLAND PRINTER, and not from one of the three other journals comprising the publishing corporation. This accomplishes a simplification and coordination of design factors for the most efficient transmission of information in the letterhead design.

The top design required the use of more line spacing to improve the *visual flow*, and to increase perception of the factual elements contained in the design.

In the lower design . . . the position of THE INLAND PRINTER in relation to the initial "T" improves greatly the coordination of the various information units. The use of the "colorbreak" into a compact unit achieves a greater visual separation and emphasis, the purpose of which is to lead the reader smoothly through the design.

Referring to the title of this article—the original setups were GOOD. The changes have made the designs BETTER. What can be done to make them the BEST? It would be interesting to hear from readers that have good sound suggestions for the BEST.

THE original printer's setup on this blotter reflects a knowledge of good spacing, but the layout lacks the smack which one expects in a blotter message. It can be improved remarkably by shifting the same type units about to make a more interesting distribution of white space. Place the telephone number in address line and space to make a line to block with signature—drop the illustration to align with top of text panel and bottom of signature line—move headline to the left to a point where finger of the illustration points into it—set the bottom line of italic capitals a size larger. The deeper color was used for headline and signature and the weaker color for illustration and text—reverse the colors for better color balance.



Telephone
WASHINGTON 7668

In a Hurry?

DURING these days of hustle and bustle, of war activity and rush demands, you will find—as many of our customers have found—that the famous Sudden Service of the Shaw imprimery has kept pace. Skilled craftsmen in a plant geared for quick production of commercial printing, continue to turn out orders **WHEN PROMISED**. If you haven't already done so, call Jim Shaw the next time the pressure is on. Then forget the details and rely on his promise.

JAMES E. SHAW, Printer
45 N. Division St.
Buffalo, N. Y.

ONE HUNDRED FIFTY-ONE STEPS FROM MAIN STREET

The typographic interpretation of the man who originally designed and printed this blotter. Display lines were printed in a deep red-brown, while the illustration and the lines of text were printed in medium gray.

TYPOGRAPHIC CLINIC

THIS blotter would be preferred by many to the original set-up, for it carries a lot of wallop. The design picks up contrasts of the illustration through use of the light and extra-bold weights of the Stymie series. The layout overcomes the main fault of the original through the pleasing distribution of white space. The single column treatment of the text matter promotes easy reading and the placing of the headline and illustration force the reader's eye into the message. It is a forceful layout with a feeling that every line is placed as it should be. A minor fault is selection of the modern Stymie series to go with the illustration which pictures an old-time character. Color has been used a bit too liberally, dominating the whole picture.

TYPOGRAPHIC design must be supported by good copy. Addition of "Need Printing" to the headline boosts the advertising value of this blotter much higher than that of blotters above. The new illustration conveys the perplexity of the business man worrying about a rush printing problem. Eye motion is unusually good—headline to illustration—down the angle of text mass direct to the printer's name, giving the whole story without reading the text. Selection of Brush type reflects speed. Some objections might be offered to the irregular length of lines of the text but this treatment lends itself to short copy. Two points more leading would enhance readability. Color has been used sparingly and effectively—where it tells the story.

IN A HURRY?



TELEPHONE: WASHINGTON 7668

★ During these days of hustle and bustle, of war activity and rush demands, you will find—as many of our customers have found—that the famous Sudden Service of the Shaw imprimery has kept pace.
★ Skilled craftsmen, in a plant geared for quick production of commercial printing, continue to turn out orders **WHEN PROMISED**. If you haven't already done so, call Jim Shaw the next time the pressure is on. Then forget the details and rely on his promise.

JAMES E. SHAW • PRINTER

45 NORTH DIVISION ST., BUFFALO, N. Y.
One Hundred Fifty-One Steps From Main Street

An alternative treatment of the blotter, offered by Will Laufer, of Chicago. He has more closely associated some units, and slightly subordinated the name of the printer, which still has sufficient attention value.

Need PRINTING in a Hurry?

During these days of hustle and bustle, of war activity and rush demands, you will find—as many of our customers have found—that the famous Sudden Service of the Shaw imprimery has kept pace. Skilled craftsmen, in a plant geared for quick production of commercial printing, continue to turn out orders **WHEN PROMISED**.

If you haven't already done so, call Jim Shaw, Printer,
the next time the pressure is on.
Then forget the details and rely on his promise.



James E. Shaw
PRINTER Tel. Washington 7668

One Hundred Fifty-one Steps from Main Street • 45 North Division Street, Buffalo, New York

William Lickfield, of Philadelphia, adds a sparkle of advertising ingenuity to the blotter by a change in wording in the headline and the selection of a new illustration. Illustration by courtesy of American Machine

ALL ITEMS SUBMITTED FOR CRITICISM IN

Specimen Review

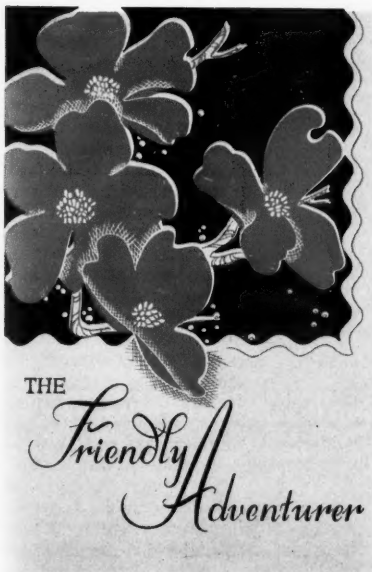
THIS DEPARTMENT MUST BE SENT TO US FLAT, NOT ROLLED OR FOLDED. REPLIES CANNOT BE MADE BY MAIL



By J. L. Frazier

STEWART & FRYER, of Chicago, Illinois.—Your envelope stuffer which employs the "V" symbol for its chief feature is neat and offers you a medium of advertising so often overlooked—the regular outgoing mail. Printed on a sheet that is blue on one side and white on the other, the die-cut "V" folds down from the top, left-hand edge, and is also printed with a red "V" over the white stock. Your idea of putting the list of products under the "V" is a good one because nine out of ten persons receiving the stuffer will flip up this flap and are bound to see the list. The piece is well printed in black and red on the blue side of the stock, size 5½ by 3½ inches.

H. D. BORGER, Pittsburgh, Pennsylvania.—The general layout of your letterhead is excellent. The illustration of the gas well printed in a brown could scarcely be improved; no other color, in our opinion, would be quite as good. In typographical printing, in fact, no other color is quite so versatile. It may be used for large areas as well as small with about equal results. We regret the style of lettering is old-fashioned, particularly since copper-plate printers are modernizing their letters. The same arrangement, which is free and easy, airy and not at all ostentatious or over-powering, is a factor in favor of the design. We suggest, however, that the address lines be raised a bit, that is, have less space than appears between them in the design as printed.



If color affects the emotions, then this cover of the Birmingham & Prosser Company house-organ, maroon and white on green, should do a swell job

THE LANSTON MONOTYPE MACHINE COMPANY, of Philadelphia, has issued a single-line specimen book of its display faces, thirty pages and cover, which is going to prove decidedly helpful to all who operate monotypes, also to hundreds of agency layout men who will no doubt obtain copies. Too, it makes an excellent advertisement. Of convenient size, 4½ by 8 inches, the 260 faces sampled are indexed near the front. The cover is particularly attractive and impressive—ingenious. The word "Monotype" repeated to form diagonal lines from both sides forms triangles, the sides being the length of the word. In the center of each triangle a tiny silhouette illustration appears in green along with word-formed triangles. This background effect on green paper is excellent on all four cover pages. The title, "Monotype Book Faces," is printed in black near top of front cover from thirty-point Stymie Extra Bold caps. Good

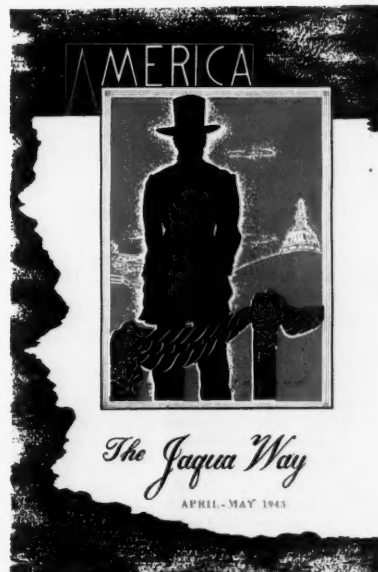


The Warp Publishing Company has issued a fine book of well loved poems. Cover of the twenty-four page booklet is red and blue on green

presswork contributes to the excellence of the item.

JAMES R. REEMS, of Bremerton, Washington.—We've enjoyed looking over the several copies of the *Salute*, newspaper-style employe publication of the Puget Sound Navy Yard. Makeup is interesting but in some cases there is too much of the condensed block-letter display type in mass under masthead on page 1. Accents, including illustrations, should be distributed, as a rule, rather than grouped. With the block type used for main headings some more related type than Century Bold should be used for the single-column headings. These are not only out of key but, comparatively, too light in tone. As no related though different faces may be available, we suggest the condensed block type be used for all headings, endeavoring to get effective size contrast. Ordinarily a monotone face like the block ("gothic") type doesn't combine well with a contrasty roman like the Century. Presswork is good, most being gotten out of halftones, which in turn we surmise make the most of the photographs.

CANFIELD & TACK, Rochester, New York.—If every printer who is doing work for war plants would tell the story of his efforts as well as you have done in your four-page-and-cover booklet, the War Manpower Commission couldn't hesitate another day in naming the printing industry essential. From its Strathmore Fiesta cover, printed in dark blue and red,



As thought-provoking as usual, this issue of the house-organ of Jaqua Company, Grand Rapids, Michigan, came dressed in gray and pink on gray

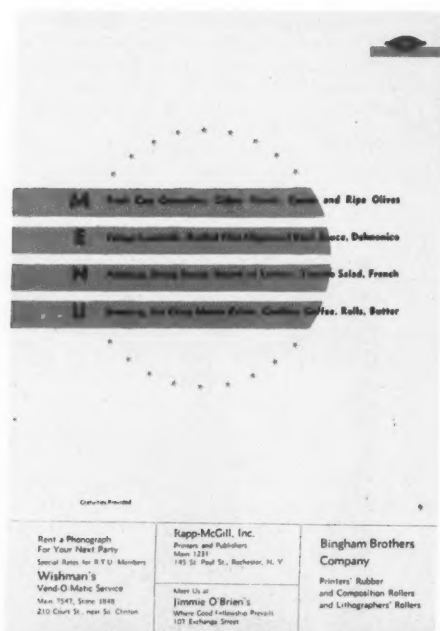
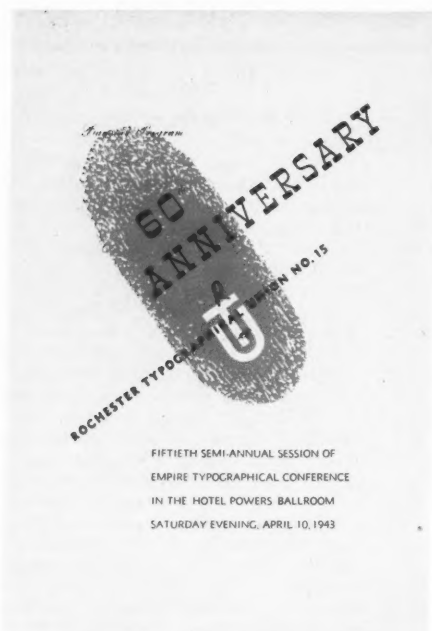
to the small reprint enclosed, this booklet, "Planning and Printing," tells the story of the absolute necessity of printing to the war effort. The three pages of reproductions of pieces you have planned and printed for the International Busi-

ness are 8½ by 11 inches in size), is a patriotic blue and red, and the decorative ribbon gives all the color you need. Only one minor criticism may be in order—reprint of the article from *Paper Progress* would be more readable if one-point leaded.

Stymie Extra Bold Condensed. Base of normal letters, 1½ inches high, is at top edge of brown, descenders of "y" and "p" overprinting it. Incidental composition in the same face is nicely arranged. Varnishing the cover leaves should keep book looking fresh and new for a long time. Front and back leaves inside are of a heavy transparent cellulose which not only is a further protection but contributes suggestion of value. Inside pages, same color scheme, are exceptionally well set, sufficient of the types being shown to permit the layout man ample opportunity for accurate copy fitting. Side edges are die cut, providing advantages of tab indexing. Edges are printed in the brown for space of four picas and this protects them from showing the effects of dirty fingers longer than would the lighter (India) stock. You may feel proud of your effort as a job of printing; your customers will appreciate the value and convenience of the book every time they mark up a job for composition.

MIDDLETON PRINTING COMPANY, Waxahachie, Texas.—Well, we have received your package of specimens after, so many—by far too many months. It is given to few to do so much on small everyday forms the average small shop turns out. Few—too few—have your appreciation of fine types, are willing and/or able to buy and use them. Most pleasing item is letterhead for The Wilemon Gin, and most impressive is the "Striking Power" blotter of The Superior Roller Company. On the latter a large roller is symbolized by a blue circle of heavy line near the top with orange center. Orange leads eye from circle tapering to point at deck of silhouette warship illustration of very small size at left-hand side near the bottom. With type in black only the device—printed from hand-cut rubber plates—is a powerful eye catcher and interest arouser. Lines of the poem, "Keep It Waving," in the italic are spaced too tightly. Some space out between title and poem itself and less top margin would provide room for insertion of one-point leads, which

would make a considerable difference. Extra condensed type, especially if bold-face, doesn't stand wide letterspacing as you'll see, we believe, if you consider again the Burleson letterhead. Press-work and colors on the several items are very good.



Modernism such as is displayed in these pages of the 60th Anniversary Program of the Rochester, New York, Typographical Union, isn't seen too often these days. While not extreme, it allows the typographer a chance to use his imagination. An interesting feature is the fact that even the ad pages were given modern layouts. The size was 8¼ by 10½ inches. Designed and made up by Rochester Linotype Composition Company, printed by The Du Bois Press

ness Machines Corporation, telling their customers how to take care of their typewriters, leaves no doubt in the mind of the reader as to exactly what you have done to help this manufacturer give his full attention to winning the war. The color combination of these pages, (which

SERVICE TYPESETTING COMPANY, Los Angeles.—Your spiral-bound specimen book is expertly done in all respects. Its cover is smartly modern, impressive. Lower two-thirds is printed solid brown on the heavy embossed tan stock. Dominant display is the single word "type," all lower-case, in

OREGON CITY PRINTING AND STATIONERY COMPANY, of Oregon City, Oregon.—The general idea of your new letterhead is decidedly interesting. However, it could be definitely improved by a couple of slight changes. First of all, the lines are a bit crowded and these could have been opened out somewhat and still be no higher than the large initial "O" at the left of all four. The initial in black is overemphasized and we suggest that to tone it down it be in the second color, red. In fact, it might be interesting to have it as well as the rest of the name "Oregon" and "City" in color. This, in a sense, would break up the continuity of the firm name but we believe that would be an element of interest rather than otherwise. But in any event, the initial should be in color to tone it down. The second serious fault is the extremely wide letterspacing of the second line. If this were only slightly letterspaced it would be shorter and the line length would form a diagonal alongside at the right of the three lower lines. If you should draw a straight line upward from the last letter touching the end of the third and fourth lines, it would leave some of the second line, with its present spacing, to the right. This uniformity of the angle would make for a more pleasing appearance.

BRADFORD-ROBINSON PRINTING COMPANY, of Denver, Colorado.—It is probable that in no item of printing today is there greater competition for excellence than in brochures announcing and commemorating the Army-Navy "E" awards. Manufacturers are proud of the achievement, nearly always willing to authorize going the limit of expense in producing them. Printers with ideas and able to do top-grade work are, as they should be, in clover. Though not a large one, the souvenir program you produced for the ceremonies in connection with award to



This page, reproduced from a booklet printed by Western Printing & Lithographing Company, of Racine, Wisconsin, offers something very interesting in the arrangement of photographs on a page. Interesting, too, is the picture at lower left, of the son of John E. Cobb, editor of the magazine of the International Association of Printing House Craftsmen. Original was printed in black and yellow.

Use these initials in your
EASTER ADVERTISING

NEW and NOVEL

Easter

Wardrobes

These clever and interesting initials were especially designed by Warwick. They are available only at Warwick from A to Z in 72 point size as shown. Use them to add interest and attention value to your advertising.

WARWICK TYPOGRAPHERS, INC.
399 North Tenth Street • • • Clinton 9218

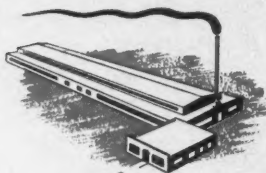
Type like got into the form last month and destroyed vital parts of this Warwick mailing card

three associated Denver concerns, titled "For High Achievement," takes second to none in conception of format, planning in general, layout and typography. Contributing mightily are quality papers—extension cover having deckled side edge—and clean presswork by offset. Typography is lively, at the same time not ostentatious, thanks to good layout, especially skilful distribution of white space. Tied with red, white, and blue cord, with tasseled ends at bottom, a further patriotic touch is given, a mark of quality as well. The blotter accompanying, your own titled "Selling by Mail Requires No Tires," is impressive by reason of idea, effectively displayed copy and die cutting around the tire illustration on right-hand side.

CANADIAN PRINTING & LITHO, Montreal.—Your "Fontagram" forms, designed to save time and paper during war time, are interesting. The latter, of course, is not apparently conserved by the one full-letter size but is on the other, one-third shorter, where there is the 33 1/3 per cent

saving. If Mr. Fontaine is widely known, of course, the coined word may catch on, thus have value, otherwise we see no great reason for its use, omission saving the space it requires, as name of firm and address appear below. To print "To" and "From" on sheets is quite all right for office correspondence but, from the way you write, it is designed to use these in lieu of letterheads. In that case the "To" and "From" are not necessary and name of company appears on sheet. The foregoing may appear the result of searching for a brick-bat to hurl your way, but really that isn't the case. What is here stated is planned to be thought provoking. Layout and typography are good, but as type is quite bold a color could, we believe, have been used in lieu of black for printing. That would make the effect more colorful and more pleasing, also more attention arresting, though the rather extreme boldness accomplishes the latter from another angle. The black band across the top is, in black at least, too wide.

If you are looking for that "extra something" that makes the difference between sales producing literature and waste basket fodder, give us the opportunity to create your sales promotion literature. It will "click."



THE PATH TO SALES PRODUCING PRINTING LEADS TO THIS DOOR

THE DUBOIS PRESS

Rochester, N. Y. Monroe 6755-6756-6757
DIRECT MAIL ADVERTISING
Horticultural and Process Color Printing

WHEN YOU ORDER TYPE ORDER
ROCHESTER

THIS
SOUVENIR BOOK
WAS DESIGNED
LINOTYPED AND
MADE UP BY THE

LINOTYPE

COMPOSITION COMPANY

145 ST. PAUL STREET
ROCHESTER, NEW YORK

Good example of modern composition which went into the 60th Anniversary program of the Rochester Typographical Union, mentioned on another page

George Salomaa was responsible for layout and typography of the Rochester program, practically every ad being developed from type and rule

INDUSTRIAL RAYON CORPORATION, New York City.—"Continuous Process and Its Contribution to Textile Progress," the thirty-two-page history of the development of the continuous process in textile manufacture which you have issued in a limited edition, will find its way into many a library as a keepsake. Typography which has utilized Bond Script and English Monotype Times Roman is in keeping with the illustrations which appear to be reproductions of old steel engravings of the eighteenth century. For the most part, the text matter appears on left-hand pages, set in twelve-point, widely leaded, and with headlines in the Bond Script. The illustrations, on right-hand pages, are oval in shape and are printed in black with a background in a deep buff which extends to within one-quarter of an inch of the edge of the sheet. The last few pages of the book, which carry the story of the modern developments in the rayon industry, have been given a modern feel through the use of bleed illustrations and backgrounds and a pictograph spread of Industrial's Continuous Process. Nine by nine and one-half inches, the book is case-bound with a deep green rayon serge over boards and sewed with rayon yarn. The cover label is a tip-on, also woven from rayon. The book serves as a historical record of the industry and as an institutional piece of advertising presenting the company's products.

THE JOHN C. HOFFMAN PRINT SHOP, of Wooster, Ohio.—Congratulations on the appearance of the cover of your brochure, "50 Years of Printing," printed in black on heavy "gold" pyroxylin-coated stock and tied with tasseled yellow cord. It has one weak point, however. Your name in reverse on band across page near bottom is in such small lettering



Cover printed by the Timken Vocational High School, Canton, Ohio. The blue eagle was cut in linoleum by one of the students in printing

and so widely letterspaced as to be difficult to read. Mr. Hoffman's portrait on first inside page is too low, centered in fact, whereas it should at least be on optical center, which is higher. The facsimile signature below the portrait adds weight, should be considered along with portrait as a group, the whole as an entity to be at center of balance or above. Improvement is easily possible on the remaining two printed pages. In view of side margins, the measure of the type under "50 Years in Printing" is too narrow, even allowing for color bands with star finials in gold in margins. By increasing measure about three picas short final lines of some paragraphs would be eliminated, allowing for wider top and bottom margins, making type page more nearly proportionate with paper page. The rule and star bands extending down from top at left side and up from bottom at right side of page do not create pleasing pattern with type. Effect would be better if both extended up from bottom, one on left, other on right of type matter, counterbalancing display head at top. If one is to be at top, other at bottom then one from top should be at right because on right-hand page accent in upper right-hand corner is desirable. Matter on "Miscellany" page could be set a bit wider to obviate very short carry-over lines in some paragraphs. Heading is weak, in relation to size of type beneath and size of page.



The Torch, monthly publication of the Milwaukee Advertising Club, attracts neat, modern advertising. This was a half-page ad printed in a recent issue



Another printer leans heavily upon type to convey his message to Milwaukee Advertising Club members, in this modern half-page ad in The Torch

THE COLUMBUS (Ohio) CLUB OF PRINTING HOUSE CRAFTSMEN went into high on its May issue which was also the souvenir program for "Ladies Night." The enlarged and unusual page, 11 by 10 inches, made possible a highly impressive cover. Across the top, bleeding off, a light yellow band provides background for masthead copy in blue, at left of which association emblem is printed in blue and red, yellow plate being cut to fit blue outline so Fust and Schoeffer mark, itself in red, shows against white. The red rule bordering yellow at bottom could have been thicker. Below is a cartoon showing one duck—a relative of Donald's, we guess—putting the old kayo against another in the bulging eyes of which are red swastikas, pinch hitting for stars. First inside page carries evening program set in type which is too large throughout, lacking neat and attractive appearance such copy merits. The following pages—information about the club's history and members, are set much better—though we'd prefer heads set in, say, Garamond Bold rather than sans-serif condensed caps. With the text in Garamond Oldstyle, both class and character would be contributed by the more consistent typography. This is not advertising typography. Even so, the brochure is highly complimentary to those Columbus Craftsmen who worked it out and produced it.

THE CLEGG COMPANY, of San Antonio, Texas.—Congratulations upon the series of twelve institutional blotters, each illustrating a different point of high interest locally and even nationally, the first, for March, featuring The Alamo. These half-tones are uniformly at left side of blotter and bleed off there. The fact that the illustrations are from old cuts that were purchased two or three years ago for some reason or other is, as you state, an interesting sidelight. The standard layout dictated to some extent, we assume, by the size and proportions of the plates, is well conceived, as good, we believe, as possible in the circumstances. Certainly it is all right, interesting. We're confident you'll agree improvement would result if the solid color rectangles for the calendar panels near upper right-hand corner bled off at top and right. Interest would be increased, more space left for the brief messages in the panel, headings over which appear in narrow measure between illustrations and calendar. Too, the three-point rule in the darker color at left and bottom of the color blocks should bleed off, in which case effect of incompleteness now given would not exist. In several instances the copy for heads is sufficiently brief to have permitted a size larger of the same type, sans-serif oblique. By moving calendar panel up as suggested the body matter of each could have been set in a size larger type. That would help as the type for the text matter, a delicately light square-serifed face, is not easy on the eyes, in some cases at least, because of the relative weakness of the color. Despite all this, the series represents commendable effort, and it is not surprising the blotters are creating favorable comment, of course to your advantage.

TUNISIA...

Yesterday... the commercial traveler sold on personality alone.

Today... the salesman who depends on personality alone is as helpless as the Bedouin. Modern selling methods reinforced by all the resources of modern advertising printing have swept him aside.

A good picture can stand out alone in setting up the resources of modern advertising printing to reinforce your selling campaign.

GUIDE PRINTING COMPANY, INC.
The Kalkhoff Press
415 WEST 41ST STREET NEW YORK CITY 36, N.Y.

Guide Printing Company, New York City, believes in timely advertising. At the height of the recent campaign in Tunisia, this folder, printed in orange and black, was mailed to customers and prospects



A fish by John Averill introduces the May issue of York Trade Compositor, the house magazine of York Composition Company, York, Pennsylvania



This is the May, 1943, issue and is Volume 12, Number 9 of our little house organ. Bright green for spring. Birds singing, pretty girls under umbrellas, the circus with elephants and funny dressed clowns. After long winters of doubt, men working again to prove their faith. Beginning to build. Building from the bottom up. Building the world all over again.

Averill drawings, such as this one which adorned the title page, spread light throughout this first all-black edition of the York Trade Compositor

IF YOUR BUSINESS NEEDS SPADEWORK

... let us do your "cultivating" by developing new ideas for the letterheads, direct mail pieces, business cards and factory forms essential to its success. Let us help your business grow and prosper.

One of a series of blotters designed by Graham Paper Company, St. Louis, Missouri. Space is allowed at the bottom for imprinting the printer's name. This blotter, 9 by 3 3/4 inches, in green and black

Ideas for House-Organs & Magazines

The Von Hoffman Press, St. Louis, is responsible for this wide variety of house-organs, a type of printing in which this up-and-coming plant

specializes. With this type of printed promotion being most popular with management just now, it behooves alert salesmen to study up on the subject of modern house-organs, a field which offers the best opportunity to replace volume lost because of the war. Cut is from Von Hoffman's very readable house-organ, "Printed Words."



MORALE

THIS thriving division of the publishing industry gives away its product and ignores advertising—and gladly faces a prospective bill of \$50,000,000 this year.

It is the big business of telling the country's industrial workers about the companies they work for, and the men and women they work with.

Three thousand company-published magazines and newspapers do this job; they reach thirty to forty million readers. Industrial management is convinced that the \$50,000,000 it will spend on these "house publications" will be repaid many times over in improved employe morale and a sustained high tempo of war production.

House publications—their editors abhor the term "house-organ"—range from mimeographed sheets to magazines which rival the most elaborate found on the news-stands. More are being published now than ever before.

Their field covers every possible subject of interest to employes. They tell how the plant bowling team is doing; how the housewives turned war workers can put together a nourishing meal in a hurry. They report on what companies are doing in the way of production, problems they are meeting, something of earnings and how they are spent. Typical issues also show a lot of attention being given to volunteer war work, and the war bond campaigns. Accident prevention, health, rationing, and absenteeism have been favored subjects in recent copies. House publications also devote a lot of space to employes now in the armed forces—where they are and what they have done. They link the workers at home with the fighters at the front.

They also give management an opportunity to show the community of interests of labor, company executives, and stockholders.

Editors are frank to admit that in the past they have missed opportunities to improve relations between workers and employers, and their publications too often have read like "puff" sheets for management.

This was true particularly in the carefree days of the '20s, but in the depression '30s that line of talk didn't go over with workmen, and the value of the papers declined. Many had accomplished so little that retrenching managements saw nothing to lose by suspending their publications.

Now editors of these company publications are trying to bridge the gap

BUILDERS

Fifty Million Dollars This Year in House Magazines

Considered a Good Investment ★ By F. B. Dezendorf

between labor and management by telling an honest story of the company's aims and problems.

However, in this effort, they are always conscious of the fact that the workers know it is the company which pays the editor's salary so that the burden is on them to prove that house publication editors are not merely company spokesmen.

As yet no publications are issued on a mutual basis, with labor and management sharing the expense, but that may come. This is indicated by the method of publishing the *Copper Commando* of the Anaconda Copper Company, at Butte, Montana. The company engaged an outside expert to publish the magazine. While he has the final say on copy to be used, he is advised by a committee composed of three members of the C.I.O., three of the A.F. of L., and three from the management. This basis of publication has worked out so successfully that it is reported that the unions are discussing payment of part of the expense of the magazine.

House magazine editors now generally are professionals, men or women from newspaper or magazine fields.

The pay isn't too good. "Educated guesses" place the average annual salary at somewhere between \$2,000 and \$3,000, with few topping \$10,000.

These guesses place the average cost of the publications at \$10,000 to \$12,000 a year. Here again, expenses range upward from mimeographed sheets to whatever it costs to get out *GM Folks* of General Motors, with its circulation of more than 400,000.

Probably 1,000 of these magazines are one-man jobs. The others average two or three people on their staffs, plus volunteer worker reporters.

In general, the circulation of these publications is limited to employes, although there are a few exceptions. The *Monsanto Magazine*, of the Monsanto Chemical Company, and *The*

Lamp, of Standard Oil Company of New Jersey, are examples of house publications with outside circulation.

Less than 10 per cent take paid advertising. When they do, it generally goes in the local plant newspapers, and is local advertising. Generally, house publications avoid advertising because it might be considered an endorsement by the company of the products advertised.

The paper shortage is likely to prevent any further expansion in the number of these publications. The paper for many of the big magazines is bought by the company as part of its total paper supply, and is turned over to the printer. The reduction in the volume of brochures and catalogs has eased the supply picture somewhat for house publications.

The business has grown so big that it has a national council with representatives of sectional organizations. This National Council of Industrial Editors' Associations has as member groups the American Association of Industrial Editors, House Magazine Institute, Southwestern Association of Industrial Editors, American Railway Magazine Editors Association, Industrial Editors Association of Chicago, Industrial Press Association of Greater St. Louis, Industrial Editors Association of Detroit, Business Editors Club of Southern New England, the Syndicate Publishers Association, Miami Valley Association of Industrial Editors, the Industrial Editors Association of Massachusetts, Pacific Coast Association of Industrial Editors (Northern California Division), Pacific Coast Association of Industrial Editors (Southern California Division), and Northwestern Industrial Editors Association.

House papers are far from a new idea, although they have had their greatest growth with the industrial development of the country since the turn of the century.

(This article, reprinted from the Wall Street Journal for May 24, tells the importance of the modern house publication in building good will for the industrial plant. Printers will realize that when Wall Street begins to comment on the importance of any phase of industry, that phase must be given attention.)



Idea File

Ideas and layouts that have been proved successful by other printers will help you solve your problems and sell printing. Send in advertising and selling ideas that have worked out in your plant

Gasoline Rationing Tie-In

Garages are, of course, not selling as many new automobiles as they have in past years, and much of this slack must be taken up by an increase in the volume of repair work and overhauling of cars.

The North Shore Pontiac Sales, Evanston, Illinois, decided to take advantage of the opportunity offered by gasoline rationing to improve its connections with automobile owners and get more repair work.

This garage sent a letter to every automobile owner in the neighborhood, pointing out the value of proper adjustment in the conservation of gasoline. A free inspection was offered, after which suggestions for various repairs and adjustments to improve motor efficiency were made.

While this was a mimeographed letter, the printer can work out something along the same lines, perhaps an attractive little folder in colors, and sell it to practically all the garages in his home town.

Saving Hotel Stationery

Dinkler Hotels, owning a chain of hotels in the Southern states, has solved the problem of supplying guests with stationery, and at the same time reducing the spoilage that ordinarily results from having an unlimited supply of this stationery in desk drawers.

Open-end glassine bags have been printed with the following copy: "Stationery is placed in this envelope to prevent scattering and to avoid soiling. Additional supply can be obtained when required by phoning Bell Captain. Air-mail envelopes will be furnished on request." Each bag is imprinted with the name of the particular hotel by which it is to be used.

Each bag contains five or six letterheads and envelopes, a blotter, and two or three laundry lists. The small additional cost of these glass-

sine bags, the size of which can be adapted to the needs of the particular hotel, would be more than offset by the savings made by keeping the stationery clean.

Honor Rolls Again

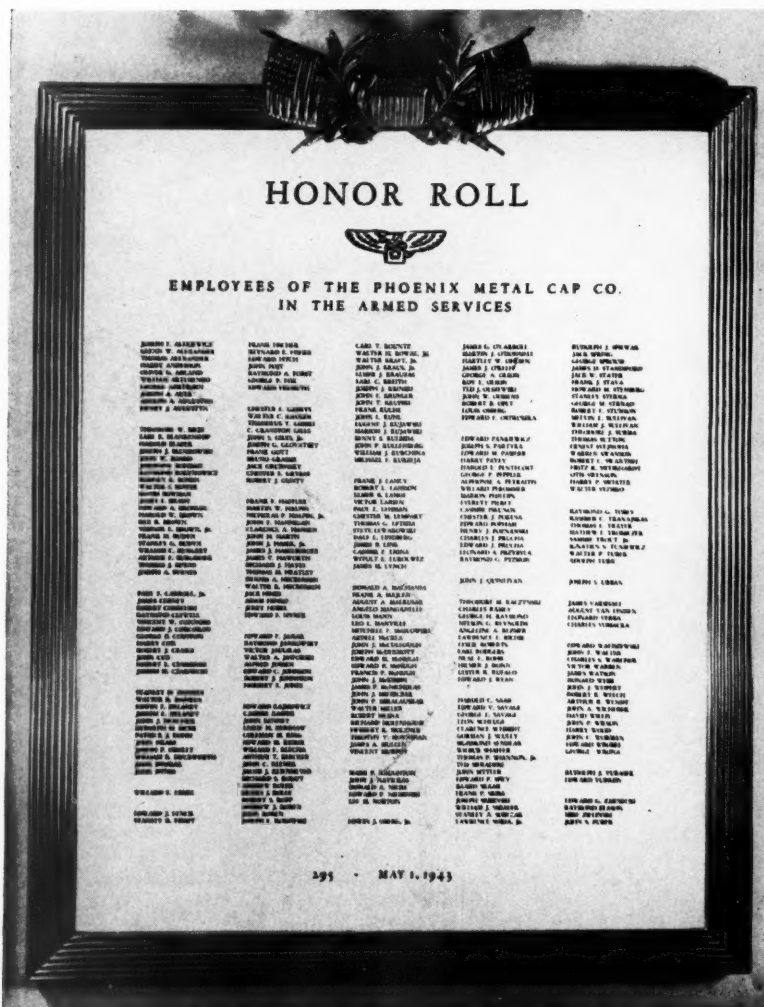
It is human nature for a firm to take great pride in the number of men representing it in the armed forces. One of the first things that is pointed out these days when you

enter a plant or office is the service flag or honor roll.

When H. J. Higdon, editor of the *Phoenix Flame*, the excellent house-organ of the Phoenix Metal Cap Company, of Chicago, decided that an ordinary service flag wasn't quite the thing to represent the Phoenix fighting men, he made an exhaustive study of the various types of honor rolls available.

Among other things, he discovered that some of the large boards which allow for the addition of names as others enter the service are not satisfactory because the name plates show the effects of the weather, and that makes the new names stick out like sore thumbs.

As to the expense of those boards as compared with printed lists, there is little choice, the boards costing more at the beginning, with the



The printed honor roll which hangs in the lobby of the Phoenix Metal Cap Co., Chicago. The form is brought up to date the first of every month, allowing a correct, clean sheet for the frame at all times

printed lists catching up in the course of a year or eighteen months.

Mr. Higdon called in Arthur Helbling, of the Superior Service Press, told him what was wanted—a list of two or three hundred names, printed on a gold card, large enough to allow for the addition of names as more men went into the service—and asked him to quote a reasonable cost-plus figure on the job.

The result was the honor roll reproduced on facing page. Actual size of the card is 20 by 26 inches. The list of names is set in fourteen-point Garamond caps, made up in five columns under a simple Garamond head and a patriotic ornament, with the total number of men in the service and the effective date of the list printed at the bottom. Printed in a dark brown ink over the gold of the stock, the effect is very rich.

As Mr. Higdon and Mr. Helbling point out, this is a type of printing that can be done for every one of your customers, and as the list is changed at regular intervals and new copies made, it is a job that will last for the duration.

Another desirable feature of this idea is that it allows a larger billing on a smaller volume of paper used. Finally, it is a rare thing for a firm to haggle over the price of an item such as this.

Invitation to a Sitting

Certain photographers have made a practice of mailing invitations to prospects to come in and have a "Get Acquainted" picture taken.

This practice should be encouraged by the printer, because it offers him still another opportunity to print a small job on paper stock that might otherwise be thrown away.

The invitation which has come into this office is printed in dark green ink on a light-weight canary cover paper, size, folded, four inches square. The cover reads, "An invitation to be photographed by Martin Johnson of Evanston" with a neat border top and bottom. Copy inside offers one photograph at a very reasonable price, if the prospect presents the invitation.

In such an item as this, the paper should definitely be part of the picture. Since it can usually be cut from scrap, colored paper and ink will add much to the effectiveness of the job.

Printers in Britain Must Supply 20,000 More War Workers

● ACCORDING to a recent statement of Government policy made to the War Emergency Standing Committee of the British Federation of Master Printers, and the Executive Committee of the Printing and Kindred Trades Federation, British printing comes in the category of "less-essential civilian industries," and must supply 20,000 more workers for more essential work.

This withdrawal of manpower will mean the closing down of many printing plants in certain areas, but the printing trade has been given freedom of action to work out for itself the best ways of helping those firms which may have to bear the brunt of this loss.

NEWSPAPERS COMPARATIVELY LUCKY

There will be no concentration of newspapers, but it is believed that arrangements will be made to concentrate the printing plants of the small newspapers, particularly their job-printing departments, so that some of these employees will be released for other work.

Main points of the statement made to the printing industry by Dr. R. S. Edwards, chairman of the Interdepartmental Committee, set up by the Government last year to review the industry, are as follows:

Before the war the printing industry employed about 270,000 people, of whom 100,000 have gone into the Armed Forces or into war work. After careful consideration of all available information, it was decided that the industry must release another 20,000 men and women either for the Armed Forces or for other direct war work by the end of this year.

To get maximum results in the war effort, the withdrawal of labor must be concentrated pretty heavily in certain parts of the country known as "survey areas." In these areas, all possible labor that can be utilized will have to be transferred to direct war work.

These areas are being fixed by the Ministry of Production, and the Ministry of Labor will inspect as quickly as possible the entire labor force of all printing firms in the areas, and give the Board of Trade

a list of people it proposes to take for the war effort. Details on the procedure to be followed will be issued later.

Newspaper plants will be handled separately. The committee recognizes that daily newspapers must be published in their present locations, and such plants will be allowed to keep a force large enough to carry on the necessary work.

If a large number of the newspapers wish to negotiate with the Board of Trade direct, the Government is prepared to deal with them as a separate unit, but prefers to negotiate through the War Emergency Standing Committee.

It is emphasized that newspapers will not be regarded as a privileged class. They will have to make a reasonable contribution to the required manpower, and the Government is determined that such contribution shall be made.

Certain printing firms are engaged in essential work which cannot practically be moved to other plants, and the appropriate Government departments will nominate to the Board of Trade the firms which they wish to protect entirely or partly, so far as the labor force is concerned.

STILL ENOUGH WORKERS

Even when the Ministry of Labor has listed all the workers it plans to transfer from the survey areas, there will still be sufficient help for a great many firms to carry on in their present locations. In other cases, it will be necessary for two or more firms to amalgamate.

It is emphasized, however, that there will be no formal concentration of the printing industry, and no issue of nucleus certificates such as has been done in some other industries. Where two or more firms voluntarily amalgamate, and arrangements are made to the satisfaction of the Board of Trade, that Board will do its best to prevent any further labor claims from being made on the combined firms.

After a study of the census return at the end of 1942, the Government believes that the industry can afford to release the required 20,000

people and still continue its present output, by an increase in hours and redistribution of work. At present there will be no attempts to prohibit certain classes of printing. If the industry fails to keep its end up, the Government will start prescribing which kinds of printing are essential, and which non-essential.

PRINTERS WILL FARM OUT WORK

It is proposed to set up Capacity Exchange Committees in most of the survey areas to deal with the work of printers suffering heavy withdrawals of help, and to enable them to meet continuing overhead and maintain good will. The basic idea is that orders shall still go to such firms and be undertaken for them by firms in the "green" or "amber" areas, and that the price charged for such work shall not be one of profit, but such that the printer in a survey area can continue to exist.

Firms in non-survey areas who undertake a satisfactory proportion of such non-profit transfer work, and those doing essential work, will receive special consideration in respect to the general labor withdrawal that will have to be made from other than survey areas.

The statement emphasizes that the scheme gives the industry a maximum of freedom; it relieves it of detailed Government control and interference. It demands coöperation among printers and an absence of the normal competitive business practices as the printers are forced to help one another exist. Firms in "green" or "amber" areas will not get extra labor, but such firms and the trade union leaders and workers will have to consider working longer hours.

GOVERNMENT WANTS ADVICE

The general scheme is not open to discussion, but the Government is prepared to receive advice on administrative and technical matters. In particular, suggestions for the operation and constitution of Capacity Exchange Committees will be welcome.

The Government considers it desirable that there should be representatives of employers and workers on the committees, but leaves the trade free to approach the Government with detailed schemes for the capacity exchanges.

AUSTRALIAN PRINTERS CRITICIZE GOVERNMENT

● CRITICISMS of the Commonwealth Government in Australia, because of its lack of understanding of the printing industry and its failure to adequately provide for its essential needs, are contained in a review of the troubles of the printers in that country, published by *Newspaper News of Sydney*.

"Australia's printing industry has its back to the economic wall," is the opening statement in the review. "Although 85 to 90 per cent of its production is essential it cannot gain legitimate recognition as a protected industry."

In black-face type the following statement appears: "Deep regret is being felt and voiced at official inability to understand the true significance of the printing industry in relation to the war effort. There is unchanging determination to maintain 100 per cent coöperation with the Government in the crisis confronting the Commonwealth."

One criticism is leveled at official circles because of a very apparent waste of paper for official purposes in the use of larger and heavier envelopes than needed, and also in the publishing of many items of insignificant importance in official publications. This is linked with the report of the great shortage of paper.

"Just here may be mentioned the irritation felt in the industry at the contrast between the clamps imposed on the commercial printer and the happy freedom to waste, permissible in Government work."

(Editorial comment: If the date line were not in Australia, the foregoing paragraph of criticism might easily apply to the Government officials in Washington, D. C., where similar restrictions of civilian uses of paper and waste of paper in official circles are in evidence.)

"When in June, 1941, the Federal Government imposed a drastic cut in the amount of paper which could be imported, basing the cut in value, not tonnage, printers and paper houses realized how shortsighted was the new policy," continues the *Newspaper News* article. "Protests were made and renewed, but, as on other occasions in industry, the authorities ignored the views of the men who knew. The official theorists shouldered aside the practical men when they made suggestions.

"Within a few months the results of this deplorable shortsighted policy became apparent. The Government realized its mistake and tried to remedy it. Unfortunately, before any benefit could be realized from this reversal of policy the Japanese struck at Pearl Harbor."

Arguments are made in the article for more favorable attitudes on the part of the Government officials toward the printing industry. The need for books is mentioned, and the shortage of text books is commented upon as affecting universities and schools, especially for military purposes. Continuing, the article reads:

"Printing of magazines and periodicals is an undoubted factor in keeping up morale. Many of these contain information on technical subjects and particulars of Government regulations and requirements.

"In industry there are the labels, the protective wrappers, the cartons, the containers for food supplies going to our men in the forward battle stations. There are also the supplies to our American allies under reverse Lend-Lease plans. Labels and packages have all to be supplied by the printers and allied groups, such as box makers.

"Large amounts of printed writing paper and envelopes have to be manufactured by commercial printers for the use of Government departments including the defense forces, and American requirements.

"In addition to these and other printing activities are the essential civil uses in which may be reckoned the detailed work for shipping companies, banks, food manufacturers, *et cetera*. Bills of lading, for example, are a minor article of major importance in the smooth flow of transport. Records and instructions of essential enterprises are among the most necessary minutiae of community life.

"Paper and manpower are two main indispensables of the printing industry and the problems affecting both are increasingly serious."

One statement is to the effect that 40 per cent of the skilled manpower of the printing industry has been enlisted in the armed forces and the munitions factories, and "very few industries in Australia can show such a record."

I.P. BREVITIES



If it's odd, it's here. Stray items about the trade and the men who make it
Bits of information collected and set down for your edification and pleasure

• IT MUST BE NICE to live in Germany. As long as you say nothing against the Nazi party, you are free to read anything in the way of newspapers and magazines you want to, and to listen to anything on the air—as long as it is fed to you with a spoon by Herr Goebbels.

For ten years, now, the Nazi propaganda minister has been going ahead with his "coördination" of the German press, and at last he has the newspaper boys just where he wants them.

Two-thirds of all German newspapers are now published by Nazi party publishing houses. Of the 750 newspapers with a circulation of 5,000 or more, one-sixth are being suspended as independent enterprises. Cities and towns which have fewer than 100,000 inhabitants will rarely be allowed to have more than one newspaper, and outside of Berlin no paper will be allowed to have a Sunday sports or a special Monday edition.

In 1932, there were more than 3,000 daily newspapers in Germany. Then the Nazis took over. Today, less than 1,400 of these papers are in existence. Many more will be closed down in the coming months, and non-party publications will bear the brunt of the concentration process. In cities where there have been both Nazi and non-Nazi papers, "common publications" are being established by the Government. Ultimately, this means the absorption of all privately owned papers by the Nazis.

This concentration process is also being practiced with magazines. Out of a total of about 2,500 periodicals, over a thousand have been eliminated. The four leading economic periodicals were merged on April 1 of this year into one review being issued under the name *Die Deutsche Volkswirtschaft*.

• WE'VE RUN ALL OVER the plant for striped ink, a paper stretcher, and a handful of bold-face quads. Yep, we're quite the guy at sticking our neck out.

Of recent years, though, we've been getting a little cagey. That's why, when everybody began making cracks to us about the left-handed checkbooks the banks were using, we just looked wise and said nothing—particularly in print.

But the tormenters began to get bothersome—so we checked up on the rumor. Made a monkey out of ourselves by asking a banking magazine editor what he knew about the matter. He referred us to a printer who prints an enormous number of checks every year.

There we were, at the end of the trail, asking this printer to laugh at us if he pleased—but did anybody in this big country really care about having an order of left-handed checks printed?

And he gave us the business! After he had quit laughing at us, he told us, pityingly, that the whole thing was a



Beautiful, appropriate floral piece given by employees to Charles A. Laurance, of Cedar Rapids

publicity stunt. The checks were actually printed, with stubs at the right, instead of at the left. But for all practical purposes, they are too expensive.

• A FLORAL TRIBUTE that would make the heart of any printer proud was paid by "Fellow Workers" to Charles A. Laurance, of Cedar Rapids, Iowa, when he died recently at the age of eighty-seven.

The floral piece was composed of a large "30" made of red roses, his favorite flower, against a background of white carnations.

Mr. Laurance was born in Rochester, New York, October 28, 1855. He had been a printer for over seventy-three years,

being founder and president of the Laurance Press Company since 1888. He was working as usual when he sustained a stroke in his office, which confined him in a hospital for nine weeks, ending in his death on May 21.

He was a world traveler, having crossed the Atlantic thirty-eight times, and had frequently conducted parties through foreign countries. He also traveled in Latin America, and as late as 1941 took a trip to Alaska with his wife, who died a year ago.

• MANY PEOPLE HAVE SNEERED at hobbies in years past, but many of the people who rode those hobbies are getting in some good licks against the Axis these days—all because of experience gained through their hobbies.

The Linotype News recently carried a story about a linotype machinist who has turned his basement machine shop into a war plant, manufacturing gadgets for the Navy. He is Cecil F. Badgley, a linotype machinist with the *Chronicle* in Bozeman, Montana.

The basement shop, started a dozen years ago with two lathes and a few hand tools, has been moved up to a triple garage, equipped with five lathes, two specially built boring machines, drill presses, and a milling machine, and now employs eighteen people working through two shifts daily.

The first order—for valve stems—was turned out by Badgley and his wife. The work was good, and other orders for stainless-steel valve stems, brass and bronze check-valve discs, stems and bodies, have forced Badgley to hire other workers to help him.

Badgley, who has been a linotype machinist since 1925, has designed and built many of the special machines and tools used in the plant. He has been released from the *Chronicle* for the duration, but is glad to help out when any repair work is needed. Mrs. Badgley has stayed close to the work in the war plant, and can oversee the work whenever he is away from the plant.

• DIFFICULTIES OF A FREE PRESS in occupied Europe were described in a radio broadcast recently by W. K. Werner, a Czech printer and linotype operator.

According to Mr. Werner, more than 200 underground papers are published in Norway, more than 80 in Poland, and more than 30 in Belgium. Most of those who produce these papers are caught sooner or later, but other patriots pick up where they leave off, and continue to tell readers the true story of what is going on in the world.

The story of *Głos Polski*, the Voice of Poland, and its reappearance after the massacre of 83 men, women, and children producing it, serves to illustrate



Harvey H. Webster was international Craftsmen's treasurer for ten years. This drawing by a Craftsman, reproduced from *Share Your Knowledge Review*, shows the esteem in which he was held

for us Werner's statement that courage of the cold-blooded, cool-headed kind lies behind the production of anti-Nazi papers.

Extraordinary difficulties are met by publishers of these papers in securing printing equipment, paper, stencils, and ink, in gathering the news and distributing the printed sheets. After this war, when their detailed story is told, even printers and newspaper men in the rest of the world will be astounded at the ingenuity shown by these brave believers in a Free Press.

● PERHAPS SOME GOOD may come of this paper restriction, after all. Sooner or later, some one is going to get the idea that all those big, thick books with hundreds and hundreds of pages could have their story told in much less space than they have been taking up.

For the present, though, the paper savings made in the book publishing industry have been effected by the printer, rather than by any clamping down on the hot-air pipes of the authors.

Most of the war model books now beginning to appear on the book counters have fewer pages printed on lighter weight paper, narrower margins, and less leading.

Illustrations, while fewer in number because of the metal shortage, continue to be as colorful as ever, because ink-makers have perfected satisfactory substitutes for restricted materials.

Many of the cloths and sheetings formerly used for binding our books are now being used in our armies "red flannels," handkerchiefs, and other military items. Looms that used to make buckram are now busy weaving tents. Osnaburg is in such great demand for sand-

bags and for food and chemical packaging, that none is available for the binding of books.

Law books and fine editions can still be bound in any desired grade of sheepskin, but only light-weight grades of cattle-hide, or leather removed by splitting from the surface of upholstery leather may be used in bookbinding.

Novelty plastic bookbinding will be scarce, and washable pyroxylin-coated cloth bindings can't be made while castor oil is as short as it is at present. Of course, Cellophane and glassine book jackets are out for the duration, because those two materials are working to help win the war.

All in all, the changes in the book field are so drastic that a trip through the bookshelves fifty years from now will show almost exactly the shortages and surpluses of this wartime period.

HOW NOT TO SAY IT: EXAMPLES FROM PRINT OF THE DAY

By Edward N. Teall

● ANYONE WHO WISHES TO WRITE WELL needs more than knowledge of formal grammar and possession of a rule-book of English composition. It is not enough to have something to say, though that is the first requirement. The writer must know *how* to say most effectively whatever he has to say. A long step toward ability to do anything rightly is to learn how it should not be done. To know *how not to say it* is to come close to knowing how to express yourself.

One example of *how not to say it* is worth pages of rules; and invented illustrations are educationally inferior to those taken from actual print. Herewith are presented some of these how-nots, picked up in recent reading.

These picked-up samples of bad expression are interesting. They were produced by professional writers, presumably eager to write correctly and probably unaware of defects in elementary construction. And they—the sample sentences—have been bought and paid for, rather handsomely, by publishers concerned for the quality of the goods they put on the market; have been scrutinized by eagle-eyed, hypercritical editors. But there they stand, these how-nots, embalmed in printer's ink.

It will not do to say that all that counts is the idea, the story; that such details of mechanical construction are of minor concern, and that nobody but a pedant would bother with such minutiae of style. But the carpenter who leaves nail-heads sticking out is not a high-grade workman. The piano player who neglects the niceties of fingering loses part of the fine effect for which the composer strove. The writer who makes a sentence that fails to say exactly and only what he meant to say sells a blemished product.

It is true that in many instances where ambiguity is charged and unhappy double meaning is detected the writer "has an alibi" (as we loosely say) in the fact that any reader of ordinary intelligence will immediately perceive which of two possible interpretations is right. But why break the progress of

expression with little bumps in the road surface? Even a split-second diversion of the reader's attention is a loss of contact. It is the writer, not the reader, who should smooth away the bumps.

The print shop should at least query such breaks as these that follow. The proofroom especially "has a right" to challenge them, even if it lacks power to make the needed corrections.

From a magazine story: "Frank has asked me to marry him once a month for two years." Isn't that a lot of marrying? Sure, I know you "get" it easily enough; but you shouldn't have to rearrange the sentence in your mind; the author should have done that on paper.

Matching this one is the following from another story: "I used to dance with them before the war on the terrace of the hotel." A couple of commas would have given the war more room.

Can you make a mental picture of Boy and Girl "sitting side by side in the empty bus"? They were "grinning at each other because this was such a crazy thing to do." It sure was!

The edgy collyumbe that said "Here is a typical letter from John Smith" did not mean that this was a typical John-smithian letter but that this letter, typical of many, happened to come from John. A comma after "letter" would have done the work and nailed the meaning down tight.

Here is another example of a writer's asking his reader to do the writer's work for him; it is taken from an advertisement: "He erected his cabin . . . While away in London, his wife . . . chased wolves from the door." We *know* who was away in London; it was he, not she. But as it got into type, it is short two words: While *he* was away, his wife chased wolves.

With the next example we move to less solid ground. One of my favorite fictioneers says: "He found her there at dawn, when the poker game broke up, sound asleep." Now, this is not positively wrong; it is not even ambiguous.

But would it not have been more neatly said this way?—"At dawn, when the poker game broke up, he found her there, fast asleep."

Representative of a too common error is this: "The play is more concerned with crinolines than crusaders." (Do we seem to hunt hummingbirds with elephant rifles? Or, to use elephant rifles to shoot hummingbirds?—really a better way to say it.) The first suggestion to my mind is ". . . more concerned with crinolines *than* crusaders are," though obviously the meaning is, ". . . more concerned with crinolines *than with* crusaders."

Again in the twilight zone: "He once posed for photographers standing on his head." Would not a comma after "photographers" be a good investment of punctuation values? *I think so!*

It does not take a purist or pedant to find fault with this: "There is no doubt that it is creating havoc in both Germany's military economy and in German minds." To me that sentence, from an editorial in a great newspaper proud of its English, seems to exemplify the far too common groping and fumbling with "both . . . and." Not to labor the point, say "both in this and in that," or "in both this and that." Put four nails in the composition shingle—neither three nor five.

Finally, brethren, here is richness for you: I wanted to see if such things as these Horrible Examples could be found in the Masters of Prose Composition, and turned to a handy volume of Stevenson, R. L. S. himself, than whom none could be whomer—and found this, in "The Pavilion on the Links": "A man entered the tavern and asked for some bread and cheese with a decided foreign accent." Limburger, perhaps?

No, this is not picky, small-time stuff; not for us who print what other folks write. Such sentences as these that are quoted should be queried by the printer. Then, if no heed is given, he shall have at least the satisfaction of having tried to make the product as clean in a literary way as it is mechanically.

VIEWS AND NEWS



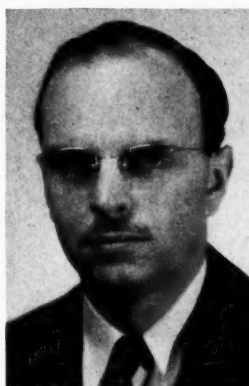
Welcoming A. E. Giegengack to Dallas. Front row (l. to r.): M. L. Adamson; Mr. Giegengack; J. L. Jaggars; L. C. Owens, president of Dallas Craftsmen; Fred Miller, secretary of Fort Worth Craftsmen; W. Lee Davis, secretary of Fort Worth Graphic Arts. Back row: William H. Egan, president of Dallas Graphic Arts; Rufus Evans; James A. Scott, president of Fort Worth Craftsmen; Walter Schultz, second vice-president of International Craftsmen; L. T. Deputy, district representative of International Craftsmen



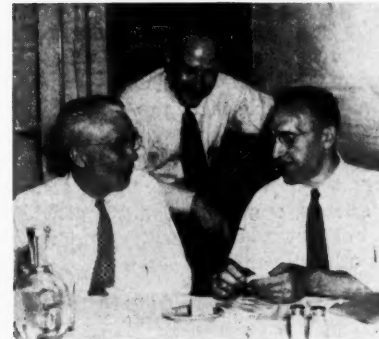
Bruce Rogers at work on his book, "Paragraphs on Printing," which was published last month. Mr. Rogers' first, this book is made up of actual notes and conversations he held with printers, and observations made in his years of book design



Lieut. Commander William N. Davies, sales manager of the New York branch of International Printing Ink Company, who has been called for active service in the Navy. He graduated from Annapolis in 1927, and went to work for IPI in Buenos Aires. He became manager of New York sales in 1941



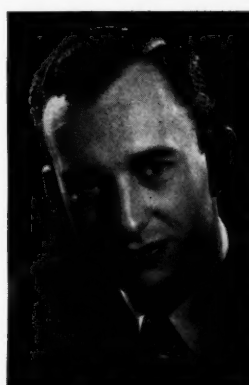
At right: A. J. Krohn, who was recently appointed assistant to R. C. Corlett, president of the Goss Printing Press Company. Mr. Krohn has been associated with the Goss organization since he graduated from Armour Institute of Technology in 1926



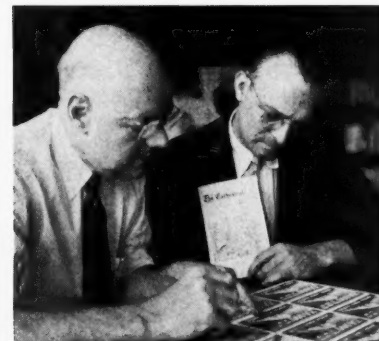
Left to right: Fred French, Joseph H. Winterburg, secretary of the Litho Club, Philadelphia, and John Knellwolf, treasurer of the club, enjoy themselves at "Fun Night," held by Philadelphia lithographers in June at the Poor Richard Club



At left: George S. Dively, secretary-treasurer of the Harris-Seybold-Potter Company, Cleveland, recently outlined to the Midwestern Conference of the Controllers Institute of America a plan to provide for quick clearance of claims resulting from the cancellation of war contracts



At right: Jack Beierwaltes, who was recently appointed sales manager of the E. J. Kelly Company, ink manufacturer, Kalamazoo, Michigan. He is active in trade associations, being publicity director of 1942 convention of the International Association of Printing House Craftsmen



Ledlie W. Conger (left), president of the Conger Printing Company, Atlanta, and M. B. Hazelrigs, president of the Atlanta Club of Printing House Craftsmen, give all their attention to a sheet which was produced by the silk-screen process



Dr. J. Horace McFarland, president of the J. Horace McFarland Company, Harrisburg, Pennsylvania, the country's leading authority on horticultural printing, at work studying the flowers in his garden. In addition to being a specialist in the printing of flower illustrations, Dr. McFarland has been chairman of a committee in charge of beautification of Pennsylvania highways

Ceremony at the Ware, Massachusetts, mill of McLaurin-Jones Company, manufacturer of gummed and coated papers, in which the mill was presented with a Minute Man flag. Acceptance of the flag, at this and at the Brookfield mill, was made by John McLaurin, president of the company. Almost 98 per cent of the employees of both mills have authorized payroll deductions for war bonds



Will the Press of the Future Make Your Machines Obsolete?

Press manufacturers

calm printers' fears

in a symposium held by the Club of Printing House Craftsmen of New York City; promise many improvements

WHAT WILL OUR printing presses of the future be like? Will they be completely changed, to such an extent that present press equipment will be obsolete? Questions such as these have been going through the minds of printers the country over, intensified by the remarkable impetus given the development and progress of science, engineering, mechanics, as well as inventive genius due to the all-out war effort.

PRESSMAKERS ANSWER QUESTIONS

To get some idea of what lies ahead in press equipment, a series of questions similar to the above formed the basis of a symposium held by the Club of Printing House Craftsmen of New York City. Key executives of leading press manufacturers were present to discuss what the future may bring.

One point should be emphasized at the start: There can be no doubt but that there will be many improvements, many developments. Any developments that may, and surely will, come in printing press construction, however, will come, not as a revolutionary, overnight precipitation, but by evolution.

Manufacturers of printing presses have been developing new ideas. Some have been studying the application of new ideas to press construction. Some have been "feeling out" the industry, surveying the requirements of the industry and the possibilities for future development.

NEW IDEAS MUST WAIT

Applications of new ideas to the construction of printing presses must wait until victory is an accomplished fact. Then will come a time of reconverting plants and changing industry back to peacetime operation, and meeting the immediate needs of the new era of reconstruction. Too, new ideas will, of necessity, require a period of testing.

The viewpoint that progress in the graphic arts industry, as in all

other major industries, is evolutionary, not revolutionary, was expressed by the first speaker, Harry A. Porter, of the Harris-Seybold-Potter Company.

OLD PRESSES STILL GOOD

"Regardless of any planning or thinking or designing on our part or on the part of any other press manufacturers," said Mr. Porter, "your plants after the war are not going to be obsolete, at least for some time. Sufficient time will be given so you can give due consideration to all the processes, to all the findings and results of collective engineering departments, ample time to make up your minds as to the type of machine you should install."

"Printing presses," continued Mr. Porter, "depend upon so many factors other than the press itself—paper, inks, rollers, processes of plate-making, and many other items."

As to the question whether the press of the future will be streamlined, Mr. Porter passed this off by saying: "Sure, most are streamlined now as compared to those prior to only a few years ago." And answering the question as to whether they would have automatic oiling he said: "Certainly, if the buyer will pay the additional cost."

WILL BE MORE CONVENIENT

"It is safe to say," continued Mr. Porter, "that the press of the future will be easier to get at from the standpoint of washup, adjustment of fountains, feeders, rollers, and so forth, also from the standpoint of makeready, if it does not interfere with the efficiency of the press as a whole. . . . We recognize that more engineering skill and less rule of thumb is necessary. A real difference in design of printing machinery in the post-war period is definite, in my opinion."

Frederick G. Heitkamp, of the American Type Founders Sales Corporation, subscribing to what Mr. Porter had said, added: "There is

no doubt that there are good things coming, but we have to win the war first. . . . Notwithstanding the war work which is being carried on by the industry, in our company we do have a definite post-war planning division. We do have men who are concentrating their full time on new methods, new materials, new devices, and new products, as well as a redesign of the products with which you have been familiar for many years past.

RESEARCH HELPED BY WAR

"That work is going on. It is going on specifically in metal because many of the items which we are selling to the Government today for the Army and Navy and the Air Forces are the very products which can be turned over to you ready-made, ready-tested, for your use in peace time. That, of course, does not hold with the complete line, but to the extent that we have been able to develop new things, those very things will be ready when the post-war period comes upon us."

Echoing Mr. Porter's answer regarding automatic oiling, Mr. Heitkamp said: "Yes, we can give you automatic oiling if you want to pay for it. All of these things have a commercial value. All of them have a net return on investment to you. . . . Any new design program that the industry may bring forth must keep in mind, not the ultimate that can be given to you, but the value that can be given to you so that you in turn can make money and make a better business, a better industry."

MECHANICAL RULES CONTROL

Taking up the viewpoint that development will be evolutionary, Mr. Heitkamp stated, in substance: "Certainly it is evolutionary. There will not be any brand-new things thrown out suddenly. Physically the manufacturers cannot do it. The question of tooling is going to take some months or longer. You are not going to face obsolescence. You are

going to face a chance to improve your equipment, and you will have time to do it."

Benjamin L. Sites, engineer, the Miehle Printing Press and Manufacturing Company, supported the statements of the others to the effect that the press of the future would be a better press than that the industry had in the past, also that it will not come soon.

WAR IS "TIME OUT"

"The printing equipment for the future," he said, "will come largely from the research and development work which was carried on by the various manufacturing companies before the start of this war, prior to Governmental restrictions on such experimental endeavors. So far as the graphic arts are concerned, it will be a normal resumption of the normally expected new offerings to the industry as was enjoyed in the period before the war, the war serving as a time-out period."

The press of the future, according to Mr. Sites, "will be streamlined, if the streamlining does not affect accessibility. Sometimes an artistic conception of what a press should look like does not agree with what an engineer and a pressman demand from the standpoint of utility. I think press manufacturers will make a happy compromise in favor of accessibility. Some of the presses of the future will be stream fed, but I think there still will be the desirability for single-sheet feeding.

HIGHER PRODUCTION SPEED

"So far as being speedier or faster is concerned," Mr. Sites continued, "I think the emphasis will be placed on production rate of the machine rather than on the specific speeds of the press, and the former is far more important. Means for feeding, registering, and handling of the sheet have been given attention with the view to a maintenance of a higher continuous operating speed which will naturally manifest itself in a higher production rate."

Mr. Sites emphasized the fact that a press which does not have

ample impression strength and adequate distribution will not be a popular press, hence, "the press of the future," he said, "will have sufficient resistance against yielding between the impression elements, and it will have ample distribution."

IMPROVED LUBRICATION

There will be other important improvements, among these being truer surfaces on gear-teeth faces, hardened to withstand wear, which will result in a smoother running machine that will better maintain its condition over a long period of time. Also, cam profiles have been



Is this what the press of the future will look like? Representatives of leading press manufacturers recently told New York Craftsmen that they need not fear designs as revolutionary as this, at least until years after the war

improved by the adoption of new researches in cam design. This becomes necessary to cope with the added problems in connection with higher speeds but lower or equivalent forces. Lubrication methods also have received attention, and the tendency will be toward automatic and semi-automatic methods involving enclosed gear cases.

"No one can tell just when the future for the graphic arts industry will begin," said Mr. Sites, "but one can say that a transition period before that time is inevitable."

PRESSES FOLLOW PROCESSES

One point brought out by Mr. Sites is especially important in that it throws light on other developments that can be looked forward to. "Aside from the purely mechanical improvements in printing machinery," he said, "there is something else that should receive the consideration of printers in general.

Printing presses require printing processes. There are typographic, lithographic, and gravure presses, depending upon which of the three major processes is involved. The fact that each process continues to maintain for itself recognition in its own field indicates that each one has advantages within its scope.

NEW PROCESS POSSIBLE

"This gives rise to the thought that it is not without reason that the possibility exists of creating a fourth method of printing which would combine the good features of each of the other processes.

"It is believed that such a method exists. It is called 'Intaprint.' Fundamentally, it is a gravure method, utilizing the good features which gravure has to offer, that of capabilities for depositing heavy weights of color, simplicity of press design, having no roller or fountain settings, but without the disadvantage of carbon tissue. It draws from the offset field in that it utilizes a one-piece plate which is photocomposed, thus eliminating most of the lockup time. The plate is strapped around a cylinder and contacts a rubber-blanket impression cylinder, and that eliminates hours of makeready time. From typography, the splendid reproduction facilities of the halftone screen are utilized in the making of the plates, which can be tooled and worked on in a manner similar to photoengravings. Thus it is believed that in the future not only presses will be better, but also the field of printing processes will be broadened."

RECENT MACHINES NOT OBSOLETE

Dan Casey, of the Miller Printing Machinery Company, expressed the opinion that the printer who bought machinery in the last few years will certainly not be driven out of competition by the sudden placing on the market of machines so superlatively better as to make the old style ridiculous. "Nothing of this sort will occur, we feel sure," he said. "Printers should be able to look forward with some degree of confidence to

a reasonable successful operation, first, with machines of the present type, and then, later, with machines refined and improved rather than sensationally altered."

Referring to the great strides that have been made in metallurgy and in other aspects of machinery manufacturing, and saying that these advances will, of course, ultimately be incorporated into printing machinery, Mr. Casey stated that "In our judgment such incorporation will not result in brand-new printing machinery, but rather in refinements of existing types."

PERFECTION OF SMALL THINGS

He feels the changes are much more likely to be a succession of small improvements in all phases of the equipment, such as rollers, inking methods, accessibility, feeding methods, and operating speed.

Capt. Gilbert H. Higgins, of R. Hoe & Company, dealt specifically with newspaper and magazine presses.

Among features being considered for incorporation in new presses which Captain Higgins mentioned, one involves equipping the cylinders with indicators which will directly show the desired pressure for any given thickness of plate and a given thickness of packing. The attempt is, he said, to give the pressman a definite indicating point so that he can set and reset his impression at exactly the same amount, in so far as the machine is concerned, and any deviation thereon becomes one of plate or packing. The indicators also will show when the driving gears are meshed correctly for their pitch line.

ELIMINATION OF FRICTION

Anti-friction bearings which give clearance for the finest of lubricating films only; mounting all rotating parts in anti-friction parts; attention to inking mechanisms, consisting of form rollers, intermediates, vibrators, and some type of ink supply; auxiliary reservoirs in inking mechanisms; web controlling systems; more extensive use of the electric eye, particularly for web color-registering work; greater use of oil-tight housings, and automatic lubrication; these and other features were cited by Captain Higgins as among improvements that will be considered in the development of the rotary magazine press of the future.

C. I. Rundlet, of C. B. Cottrell & Sons Company, reiterated what some of the others had said to the effect that in spite of the best of planning it will take some time to get into press production after the war is over, and it will take a long

pany also is trying to develop that principle. "We know we can't have speed without increased lubrication . . . It is manifestly impossible, when we produce a machine that may cost anywhere from \$20,000 to \$150,000, to put our trust in the mental processes of an inexperienced kid with a squirt gun." Improper oiling, according to Mr. Rundlet, results in frozen bearings, broken gears, delayed production, and so many other difficulties.

POST WAR SELLING

While not directly a part of the subject under discussion, at least two of the speakers included references to opportunities for marketing printing after the war. Harry A. Porter brought in this feature when he said: "In the great majority of cases your plants can and will be serviceable for a long time, and will permit you to tap a big market after we have won the war. You can then return to peacetime printing, which is largely gone now, diverted at this time to wartime production. I look for a post-war period of great industrial activity. The graphic arts should be bigger than ever. Many new things will come out of the war that will need printing—plastics, synthetic rubber, the new automobile of the future, prefabricated houses, air transport, electronics, to mention only a few. In addition to this, old trade names will have to be reestablished. This will require a huge amount of printing."

MERCHANDISING OF PRINTING

Frederick G. Heitkamp also emphasized the opportunities in this field by saying: "You have it in your power as printers and printing organizations, to go out in the post-war period with a new type of merchandising, a new sense of selling, a keener appreciation of salesmanship, and from these various fields that are going to open up for consumer and durable goods industries create for yourselves a large volume, the largest volume of business that the industry has ever known. I am not given to making forecasts that are optimistic, but I am certain of that fact. We are going into a controlled economy which will help level off some of the troubles we entered into at the end of the last war, and if we are smart as an industry, we can take full advantage of that market after the war."



Now I Get Me Up!

● I presume there is not one of us, but who, when a youngster, said the little prayer which starts out with the words: "Now I lay me down to sleep . . ." At a banquet recently a man gave a parody to that prayer that I liked. It is a stimulating little prayer for today when there is so much work to be done, and done right. Maybe you will want to say this prayer in the morning before you start off for your job. Here's the way it goes:

"Now I get me up to work.
I pray the Lord I shall not shirk,
But if I should die tonight
I pray the Lord my work's all right."

Reminder for the day from Birmingham & Prosser's little publication, *The Friendly Adventurer*

time to get the special materials necessary for the high-speed presses. "Of course, there may be changes in printing methods," said Mr. Rundlet, "but in my opinion they will not be radical, for in the last five years we have gone far in quality as well as in the productive speed of our machinery."

STREAMLINING IS LOGICAL

As regards streamlining of presses, Mr. Rundlet said: "Yes, for the whole world is being streamlined, mechanically as well as politically . . . In streamlining we are merely following an obvious rule of nature, and we do think it necessary to put as much grace and fine lines into a printing press as we would put into a yacht or anything else."

So far as automatic oiling is concerned, Mr. Rundlet said his com-

The Pressroom

IF YOU SEND A STAMPED ENVELOPE. THESE QUERIES WILL BE KEPT CONFIDENTIAL IF YOU SO DESIRE



By Eugene St. John

PRINTERS' POSITION SHEETS

Many thanks for your prompt and helpful information in regard to the source of supply for press position sheets. We have been trying for two months to find a source of supply for these sheets and I don't know why in the world we didn't think of getting in touch with you sooner! Incidentally we greatly appreciated your personal suggestion and if you have any further information obtained from your magazine or elsewhere we will be glad to have it.

The source of much lost time in our plant (and I'm sure in other plants, too) is the failure to line up our forms properly for the press and time lost through waiting for okays. We have a line-up table to help us with this work, but we thought that by using ruled sheets we could pre-position many forms before they even went to the pressroom, using the same sheet of ruled paper as the strike sheet and thereby correct many of our line-up problems in the pressroom without waiting for further okay. Any suggestions you have will be most welcome.

Sorry to say that the position sheets are now available only in the 17 by 22 and 19 by 25 sizes. Formerly they were available in all standard sizes up to 46 by 68 and will be again after the war.

With the line-up table and the positioning sheets there should be electrically welded steel chases, used right side up, and some Challenge straight-thrust quoins on hand. With these and all-metal furniture, you take precautions against a different lock-up squeeze by the stoneman and the pressman. The latter should unlock and plane down the form on the bed of the press, since he is commonly held responsible for slurs, workups, and pull-outs.

Line-up properly belongs to the composing room. The equipment and the surroundings, the same as for, let us say, proofreading, are better in the composing than in the pressroom. Here again the personal element enters and we find that in some shops not blessed with expert stonemen there is a tendency to hand the line-up work to the pressroom, if one or more of the pressmen chance to be swift and accu-

rate in lining up. It is a mistake if it holds up presses.

In some plants it is the practice to line-up and register in the composing room, leaving only a few last minor moves to the pressroom. When the pressman gets the form, after planing down and locking up again, he pulls an impression and marks out the first overlay for the assistants to patch up while he completes the line-up and register.

Swift and accurate line-up largely depends on premakeready, which provides rectangularity in all units of the form, without which line-up and register are more tedious and time-consuming.

ANILOX PROCESS

Kindly forward complete information regarding the "Anilox" method of printing. We understand this is similar to the anilin process and is used in printing on paper from rolls.

Reference probably is to the Anilox method, the outstanding improvement in anilin printing based on a closed fountain. We are sending you the name of the producer, who will be pleased to supply information in detail on request.

Summer Hint on Rollers

As the thermometer approaches 120 degrees F. printers' roller composition shows signs of melting. During the hot days and nights of summer, when the thermometer ranges from 80 to 100, close watch should be kept on rollers.

At the first sign of going out of round on the press, the rollers should be removed to a cool place and substitute rollers should be used until the heated ones resume their original roundness. By alternating two sets in this way, none need be lost from running down.

It is so hot in some pressrooms that the composition on large rollers in the racks will at times soften and sag. These idle rollers should be watched in hot weather and turned when sign of sagging shows.

FILLING UP

What can be done to avoid filling up?

One of the most exasperating problems of a pressman is filling up of open spaces of the image such as in halftones and the bowls of letters. Filling may be caused by dirt or lint on the paper. Soft, rough papers cause much trouble unless precautions are taken, in removing the paper from the container, in cutting and in choosing the correct ink for the paper.

In addition, some firms printing long runs on such paper clean the press at regular intervals, suction cleaning devices being employed. Some concerns use vacuum sheet cleaners which remove dirt from the sheets as they are fed into the press.

Naturally a soft ink is chosen for such papers, but it should not be too soft, as this in itself will cause filling. Many firms in making this mistake wonder why filling does not cease and get relief only when the ink is stiffened somewhat.

Rollers with tack are required to avoid filling. Such rollers will deposit dirt from any source, that is from the air, paper, or ink, mostly on the ink plate and the form will be spared fillups. All things considered, the best insurance against filling up, no matter what kind of paper and ink are used, is to keep tacky rollers on the press. Once the rollers lose the tack, so that it is not noticeable to the touch, filling up may be expected.

Careless washing sometimes leaves a film on rollers which renders the tack useless. This film may be removed and the tack restored by wiping the rollers carefully with a soft rag dampened with tepid water and then wrung out so that drops of water will not be left on the colloid roller. The damp rag massage is very effective if there is any tack left in the roller.

At the first sign of frequent filling up, if no other cause is apparent, the experienced pressman will check the rollers for tack.

Hard, tackless rollers fail to distribute a soft ink, but may be used a bit longer with stiff inks where the tack of the ink makes up partly for lack of tack in the roller. Even so it is better to replace the hard rollers because they tend to wipe some ink off the form instead of leaving the natural deposit of a good roller. As rollers harden they naturally diminish in circumference and are very likely to go out of round, a fault which makes good setting difficult, if not impossible, the result being streaky or spotty inking with tendency toward filling.

Another cause of filling up is printing the second color too soon on a first-down color, the result of which mistake is pick off of the first color from the sheet. The preventive is obvious.

TEXTILE TRANSFER EQUIPMENT

We enclose sample of transfer, applied direct to hosiery and similar textiles which we feel sure you are familiar with. We are in quest of information as to where we may obtain the machine which is used in applying the transfer. It is relatively a small machine, using the intaglio method of transferring the composition to a steel roller and from the roller to the paper shown in the sample enclosed. We will thank you and appreciate the favor if you can put us in touch with any concern either handling the machine or concerns which may manufacture them.

We are sending you the names of a number of the manufacturers of equipment for making textile transfers. As there are various machines used, describe the one in question when writing and you will be sent information in detail about the several types, some of which possibly are better investments for printers because they may also be used for raised letter (thermographic) printing, sometimes termed imitation embossing.

ROLL-FEED LITHOGRAPHIC PRESS

In THE INLAND PRINTER for April on page 23 is an illustration of a small lithograph press having the speed of over 30,000 an hour. We have for some time been looking for a lithograph press of this type although we do not know, of course, whether this particular press would meet our requirements. In any event, it will be appreciated if you can tell us the name of the press and give name and address of manufacturer.

We are sending you the name and address of the manufacturer of this lithographic press (which you may note is of the roll-feed type) who will be pleased to send you details.

MINIMUM MAKEREADY ON CYLINDER

Do you recommend, in making ready high-grade work, that plates be underlaid so that they are reasonably flat, or do you recommend all makeready on the cylinder?

In cylinder presswork to be remembered at all times is the fact that all cylinder presses are engineered from the basis of a level, type-high form. With this start, considerable good printing may be done without any makeready on the cylinder except suitable packing. Without the level, type-high form to start with all the makeready you can possibly put on the cylinder will fail to produce a good job.

You probably have learned by experience that rollers are half the battle in presswork. How are you going to set the rollers to a form that is not level and type high throughout but composed of units of various heights?

How can you properly ink with one and the same film of ink units of various heights?

Without a level type-high form, the attempt to make ready on the cylinder ends in a cylinder packing containing high and low spots, very pronounced. The low spots will slur, the high spots will print larger than the corresponding part of the form, and it will be impossible to avoid trouble from wrinkles and misregister because the uneven packing will swing the sheet instead of the cylinder ironing it out evenly.

MATCHING INK

Why is it almost impossible to buy perfectly matched inks in advance of printing when samples of paper and color are submitted in the form requested by the inkmaker?

The inkmaker seldom gets the sample he prefers, one of the wet unprinted ink to be matched, which is the only satisfactory guide. A sample of printed ink, due to atmospheric and other changes such as those due to light, fading of the paper on which sample is printed, and so on, is not a guide in ink matching approaching exactness. The paper on which the printed sample is carried and the paper to carry the matching ink may both vary from a standard which makes matching more difficult. It is more difficult to match a print on hard than on soft paper. All things considered, the inkmakers do a pretty fair job of matching.

HEIGHT OF SMALL HALFTONES

Is it agreed that a small light halftone prints better a little under type high; a large halftone with greater proportion of dark tones prints better a trifle above type high?

The vignettes and open highlight plates print better and makeready is easier when .915 inch or .916 inch high, but this is true because the pressure of the form rollers is held at the minimum. All other plates, small or large, should be carried type high or higher in the case of very heavy plates. The limit for height of heavy solid plates is .925 inch, to avoid danger of plates being raked off the bases.



HAWTHORN PRESS *proud of trade-mark*

YEARS AGO, printers were proud of their fine craftsmanship, and jealous of their reputations for doing beautiful printing. Their trade-marks, as befitted craftsmen, were delicately wrought devices, their designs having real meaning and symbolism—true representatives of the printing and engraving arts.

Today, printing has been put on more of a production basis, and, while fine work is done, the emphasis is rather on science than on craftsmanship. The emphasis on trade-marks, too, has changed. Instead of designing a beautiful device, and then using it until it becomes a familiar mark in the industry, little thought is given to it, or at best a new logotype is designed for each piece of advertising, in order to tie it in with the design of the piece.

The Hawthorn Press, private press of John Gartner, Melbourne, Australia, is one of those printing firms which continues to keep its belief in craftsmanship, and is so proud of its trade-mark that a recent brochure was published, making a central figure of the device.

Hawthorn's mark is based on the Aldine anchor, mark of Aldus Manutius, Italian printer of the fifteenth century. Entwined around the anchor are two sprays of hawthorn bush in flower, signifying the flowering development of the press. It was designed by Adrian Feint, who is famous in Australia for his wood engravings.

SELECTING AN INK IN ADVANCE

How can a pressman determine the right ink to run on a given job before he receives the form?

He should first ascertain what kind of paper is to be used, whether the form consists of type, halftones, or solids, or a mixture of two or three of these classes, and also what screen halftone. In addition, he should know what press is to be used. With this information he is prepared to select the ink and may test its suitability by pat out on the stock.

For examples: a form containing fine-screen halftones to print on enamel coated would take a halftone ink. If most of the form is large, heavy solids, the ink should

not be as short as halftone inks run on halftones only. The sort of toner in the ink would vary with the tint of the white paper. Special platen-press inks will work best on platen presses.

If halftones of 100 to 110 lines are to be run on ledger, artificial, rag content bond, and the like, a bond ink is indicated.

Sometimes it is the form and at others the paper which determines the choice of ink and often a compromise must be made.

There are combination inks which may be used on both platen and cylinder presses in the job-ink class, but some papers like rag-content bonds print better with such an ink on cylinder presses.

TROUBLE FEEDING HEAVY PAPER

We have been trying to run heavy paper like the attached sample on two makes of self-feeding platen and also on a job cylinder press. This paper is so rough that the suckers do not seem to pick it up or deliver the sheet. Is there any trick way of handling this paper on either of these presses?

The automatic feeder, not so resourceful as hand feeders on difficult stock, depends largely on good separation as the base of easy feeding so it is well to use a sharp (preferably just sharpened) knife when cutting this stock and also to roll out and wind lifts before placing in the feeder.

It is also easier to feed a large than a small sheet on a job cylinder press under adverse stock conditions, so a way around is to run a large sheet through twice or more on the same small form. It may be necessary to place the tension rolls at the tail of the sheet when it is against the drop guides in order to keep it from rebounding from the guides.

Not more than one pica gripper bite is safeguard against grippers kicking the sheets back in closing. The sheet must not be retarded by too low tension ball holders, detector stripper fingers, sheet corner hold-downs, paper top guides, or drop guide top guides.

If a sheet fails to feed down and the tail of the sheet being delivered trips the detectors and causes press to print on drawsheet, this may be prevented by inserting bits of card between the guide tongues and the guide tongue guards, thus bending the guards down and holding the tail end of the sheet low enough to clear the detectors. The foregoing applies to your job cylinder presses.

Easy separation is just as necessary on automatic platens. On these presses, special, and more powerful, sucker feet are provided for picking up and carrying a sheet of thick stock to the gages and also to deliver. Care must be used in setting the devices on the stock table to insure the sheet leaving the stock table with its front edge parallel to the front edge of the table. If the sheet clears the stock table squarely, the special suckers are able to take the sheet to the gages and later the special delivery suckers can deliver the heavy sheet, the vacuum provided for both sets of sucker feet being ample.



"In the Days That Wuz"—The "Jumping Frog"

Cartoon by John T. Nolf, Printer-Artist

Alfred F. Harris, 1860-1943

● ALFRED F. HARRIS, noted inventor of presses—a rotary letterpress and numerous offset presses—chairman of the board of directors of the Harris-Seybold-Potter Company, Cleveland, Ohio, died at his residence at the Hotel Alcazar, Saturday, June 27. Funeral services were held in Cleveland, Ohio, Tuesday, June 29, and interment was in Warren, Ohio. Mr. Harris is survived by his son, Alfred S. Harris, vice-president of the company in charge of engineering, three grandchildren and two great grandchildren.

Mr. Harris was born in Covington, Kentucky, on April 17, 1860. He was a son of James and Hannah Carpenter Harris, who had come to this country from Birmingham, England. His father was a steel manufacturer, but Alfred and his younger brother, Charles G. Harris, became watchmakers.

It was while both Alfred and Charles were engaged in the jewelry business in Niles, Ohio, that a joke which they played upon a printer developed into an idea which caused them to become press manufacturers. Charles visited a print shop, operated by a friend and was impressed with the hard work of feeding presses by hand.

As a joke, the Harris brothers built a model of an automatic feeder to the press. After they laughed at it, the idea remained in their minds as being worthy of further thought and experimentation. Both of the brothers being of an inventive turn of mind, they devoted time and effort to the development of their new ideas and forsook the watchmaking business for that of manufacturing printing press devices.

They organized the Harris Automatic Press Company, in 1895, and manufactured a speedy rotary press which had a ready sale in plants where small job work was being done in large volume.

While the first attempt at press building started out as a joke, the second venture which marked the success of the Harris firm was due

to an accident which A. F. Harris observed in a print shop.

In an official document of the Harris-Seybold-Potter Company the statement appears that it is difficult to determine with certainty the time and place of the origin of the modern offset press. The story that is accepted as authentic is that

its advantages. He and his brother Charles experimented with the new idea, and together they developed what was called an "Offset" press with the Harris name prefixed.

About the same time Ira W. Rubel, in Chicago, had observed a similar skipped sheet with the "offset" impression being made on the next sheet and he built a press which the Potter Press manufacturers made for him. It was first known as a Rubel press, then as a Sherbel, and finally as a Potter.

Until about 1927, when the Harris Automatic Press Company took over the Potter Press manufacturing plant, and also the Seybold organization of Dayton, Ohio, the two stories conflicted.

The Harris plant was moved from Niles, Ohio, to Cleveland in 1917, and from that time onward the offset press was installed by the lithographers whose color business had been practically taken away from them by the colortype process of printing, which originated in 1894. About 1915 to 1920 the three- and four-color process was introduced in the offset lithograph branch of the graphic arts and the Harris organization was foremost in the leadership of promoting the offset process.

Each year saw more and more advances until the peak was reached in development of offset as a process and installation of presses, just before the present war, because of

which the Harris organization has engaged in war manufacturing. Mr. Harris was keenly interested in all developments with unabated energy and enthusiasm up to the last.

He was one of six men in the graphic arts to win the "Modern Pioneer" award of the National Association of Manufacturers in 1940, at which time inventors in many lines of endeavor were honored for their respective contributions to the advancement of the industries of this country. It was his development of the offset press that won for Mr. Harris his honors.



The late Alfred F. Harris, inventor of presses, and chairman of the board of the Harris-Seybold-Potter Co., Cleveland, O.

A. F. Harris was in the Hi Henry's Print Shop in Cleveland, and while there noticed that a careless press feeder had failed to trip the press when a sheet of paper failed to go around the cylinder. The packing on the cylinder received the type impression as it revolved, so that when the next sheet of paper actually made the revolution, the impression on the packing offset on the back of the sheet of paper.

Mr. Harris got the idea that a press could be developed that would act in that indirect manner and that such an impression would have

The Month's News

AND ALLIED INDUSTRIES PUBLISHED IN THIS SECTION. ITEMS FOR PUBLICATION SHOULD REACH US BY THE TWENTIETH OF PRECEDING MONTH

MORE ABOUT I.T.U. RUMPUS

Three members of the executive council of the International Typographical Union, namely C. M. Baker, president, Clarence J. Desper and Thomas A. Holland, both vice-presidents, have issued a four-page circular, explaining to officers and members of local unions why issues of the *Typographical Journal* are not being published. The blame is placed by them upon the secretary-treasurer, namely, Woodruff Randolph, in reply to Randolph's statement that the other members of the executive council are responsible.

It is declared by the printed statement that the constitution of the I.T.U. was amended on November 5, 1941, by a referendum vote, 42,131 to 11,717, by which the contract for printing the *Typographical Journal* was to be approved by the executive council; that the secretary-treasurer, on his own account, had entered into a contract with the Wisconsin Cuneo Press, "to print the *Journal* through his term of office, ending July 15, 1942, "and that the executive council recognized that contract, and that the secretary-treasurer failed to comply with the requirement subsequent to that date, whereupon the executive council by majority vote directed the secretary-treasurer to ascertain through the officers of local union shops in stated jurisdictions which are equipped to produce and mail the *Typographical Journal* "and to submit identical specifications therefor, requesting sealed bids for such work beginning with the December, 1942, issue, and extending to July 15, 1944." The cities from which data was requested included Detroit, Cleveland, Akron, Columbus, Cincinnati, Chicago, Indianapolis, and St. Louis.

Numerous other differences of opinion and action were reported in the circular, of interest to union members, which may have a bearing in the next general election of officers. Readers of *THE INLAND PRINTER* will doubtless be interested in the quotations that were obtained for printing the *Typographical Journal* from the various cities named. The secretary-treasurer is reported to have obtained bids for twenty issues of the *Journal* from the various firms named as follows:

"From Wisconsin Cuneo Press, Milwaukee, \$77,549.17; Hollenbeck Press, Indianapolis, \$73,913.41, and Bookwalter-Ball and Greathouse, Indianapolis, \$105,030.05; Danner Press, Akron, Ohio, \$92,237.00; The Von Hoffmann Press, St. Louis, \$102,893.72; The Excelsior Printing Company, Chicago, \$102,776.55, and The Neely Printing Company, Chicago, \$97,630.34."

The statement was also made that the executive council after analysis of the bids accepted the bid of the Hollenbeck Press of Indianapolis, but that the action "has been totally ignored by the secretary-treasurer."

Then followed the statement in the circular concerning the holding up of bills owed the Wisconsin Cuneo Press, which now have been paid, as reported in the June issue of *THE INLAND PRINTER*; also the failure of the I.T.U., to publish issues of the *Typographical Journal* for May and June. The printed statement of the executive council bore the date of June 10.

One interpretation of the difficulties of the executive council of the I.T.U. is contained in an editorial which appeared in the June, 1943, issue of the *Lithographers Journal*, the official organ of the Amalgamated Lithographers of America, which in part follows:

"The effects of the war on the graphic arts industries' unions are seen in the discontinuance of the *Typographical Journal* and the withdrawal of printing pressmen's organizers from the field. Both the International Typographical Union and the Pressmen's Union have suffered membership and income losses. The latter's financial losses are reported to be \$6,000 a month. The Typos are reported to have 6,000 members in the armed services. Compared with these results, our union, the Amalgamated Lithographers of America, is doing very well indeed. . . . The war, though, is not over. If it continues to the end of 1944, or maybe longer, more graphic arts industries' changes will be recorded. Adjustments must be made accordingly, in our industry as in others."

BOOKLET ON INK SHORTAGES

To help clear up the mystery surrounding shortages of various pigments and vehicles used in the manufacture of printing inks, the American Printing Ink Company has issued a little booklet, "Victory Tips."

This booklet gives all the pigments and vehicles used in printing inks, and explains why some of them are scarcer than others, and what the ink manufacturers are doing to combat this scarcity. It also interprets the various orders issued by W.P.B. to restrict the use of certain materials.

REELECTED AS PRESIDENT

Neal Dow Becker, president of the Intertype Corporation, who has been president of the Commerce and Industry Association of New York, was re-elected to serve another term at the annual election of the board of directors held June 14.

DONNELLEY WINS PANEL'S DECISION

Labor policies of R. R. Donnelley & Sons Company, printers in Chicago, Crawfordsville, Indiana, and Detroit, will remain unchanged for the duration of the war, if a majority decision of a panel of three members of the War Labor Board is sustained at a meeting of the full board.

The panel consisted of Prof. Thomas L. Norton, member for the public, who served as chairman of the panel during its Donnelley hearings which have been held since last December; Walter White, an industry member who supported Dr. Norton; and Sal B. Hoffmann, a labor member, who dissented from the majority decision.

The contention of the Organization Committee of Chicago Printing Trades Unions, supported by four international unions in the printing trades, was that the Donnelley firm should be required to enter into a collective bargaining relationship with the unions representing all of the workers.

In November of last year, the local and international unions issued orders to all their members employed in union shops to stop work done in those shops for any of Donnelley's customers. As a result of that stoppage order, the unions now face a lawsuit filed by Montgomery Ward & Company in which the claim is made that it was damaged to the extent of \$105,200.

Another result of the stoppage was that the War Labor Board intervened and required the unions to resume work on contracts done in union shops. The unions obeyed, and the War Labor Board then ordered that hearings be held and that no information should be released by either the unions or the Donnelley firm.

Hearings were concluded in January, and on June 7, the panel released its report to the effect that no form of collective bargaining shall be required of the Donnelley firm with the unions.

The basis of this is that during all of the agitation of the Anti-Donnelley committees—as they were called in union circles—no vote had ever been requested by the unions of the National Labor Relations Board, to test the attitude of the Donnelley employees toward unionizing their groups as provided in the Wagner Act.

Professor Norton, chairman of the panel, stated that it is the policy of the administration of the Government that no worker should be required to join a union to get a job.

Mr. Hoffmann, the labor member of the panel, in his dissenting report representing the minority, contends that the Donnelley company should bargain

collectively with the unions, "as representatives of those employees who have authorized the unions to represent them for this purpose."

The chairman of the panel recommends that "any employee who is a member of the union should have the right, if he wishes to exercise it, to have the assistance of one official of his union in the presentation of any appeal within the grievance procedure" as had been established in the Donnelley plant.

The majority decision of the panel was that charges filed with the War Labor Board by the unions against the Donnelley firm including "lockout, boycott, black list, defamation of the unions by the company, and discrimination against union supporters, are, under law, matters not for the consideration of the War Labor Board, but for the National Labor Relations Board," which operates under the provisions of the Wagner Act. The panel includes in its recommendations to the full board "that the board take no action" on these charges.

MUSTOE GIVEN JOINS CHEMICAL

Charles J. Breitzke, manager of the Chemical Color and Supply Company division of the General Printing Ink Corporation, Chicago, has announced that Mustoe Given has joined the Chemical Color staff as manager of the specialties department.

"Having served the graphic arts industry for the past thirty years, he possesses the experience necessary to render the best of service to his many friends in the industry," reads part of the announcement.

CHICAGO SUN ORDERS PRESSES

Sixty units of high-speed presses have been ordered from the Goss Printing Press Company, by the Chicago Sun—the newspaper owned and operated by Marshall Field, III.

The press units are to be delivered after the war, but Silliman Evans, publisher of the newspaper, has not announced where the press equipment is to be installed nor how much it will cost to erect. During the war and until its end the Goss Printing Press Company is and will be engaged in the manufacture of war munitions.

Since the Chicago Sun has been published it has been printed in the plant of the Chicago Daily News.

KARL HAUSAUER IS OVERSEAS

Col. Karl F. Hausauer, former Buffalo printing company executive and formerly commanding officer of the Buffalo unit of the 209th Coast Artillery AA, is serving on the general staff for the European theater of operations.

A native of Buffalo, he was transferred to the staff of the Army Corps shortly after arrival overseas and later moved to theater headquarters as assistant G-4, chief of transportation, communication and motor branch. Promoted to full colonel, he was commander at one of the main ports in the British Isles for the debarkation of American troops. He was with Baker, Jones & Hausauer.

NINE WAYS TO SAVE SPACE IN SETTING CLASSIFIED ADS

● NINE WAYS in which newspapers can conserve space for classified advertising, reduce use of newsprint and also increase income were suggested to the Association of Newspaper Classified Advertising Managers at a meeting in Hotel New Yorker, New York City, by Walter B. Patterson, director of agencies of the Mergenthaler Linotype Company, June 15. Here are Mr. Patterson's suggestions, briefed:

Revenue can be increased 12½ per cent by reducing the column width to 10½ picas, thus squeezing in nine columns of classified advertisements instead of the usual eight. Slightly more condensed display types may be used.

Extra lines may be packed into classified columns by the use of short descending letters whereby 5½-point type can be cast on 5¼-point slugs, or even 5-point slugs.

Banner lines, usually running eight columns wide, from three-quarters of an inch to one and one-half inches in depth, can be so set to receive equal attention value, in the four center columns, thus saving one-half of the space.

Repetitious divisional heads can be eliminated with good results.

Two-line leader words requiring space and extra composition are open to question as to their value.

Two-line display initials used by some papers are similarly challenged.

Cap key words, which occupy one-third more set width than lower-case, might be replaced with bold-face caps and lower-case for key words, which require no more space than roman letters and give desired emphasis.

Hanging indentations in classified advertisements are challenged, Mr. Patterson said that more than 80 per cent of classified advertisements are set with the first line full, and the second or all following lines indented, some, one em; others, two ems.

Separator rules, with a view to saving space, should be studied.

"The best way to determine results in the appearance of the page by adopting certain of the suggestions is to set five or six inches of copy that has been already run, trying various treatments, and then comparing them," said Mr. Patterson. "Thus you can determine how far you are willing to go in your effort to conserve newsprint in running your classified pages."

COPPER . . . EVERY OUNCE NEEDED!

☉ Mention copper to anyone in the printing industry and he immediately thinks of printing plates, whether they be original engravings or electrotypes or cylinders. From a wartime angle, copper's importance to the printing industry and national defense is stressed by a recent Industrial Salvage Branch, W.B.P. statement: "America's supply of copper is not adequate and will never be as long as this war continues . . . every time an American gun spits fire at the Axis, we have to start looking for more copper." Some evidence of this dire need for copper is the U. S. Treasury's replacement of copper pennies by pennies made of less essential metals.

Every needless engraving eliminated, every purely decorative border plate discarded, every bit of copper reserved for absolute need, saves copper in its raw form; copper used in making alloys such as brass and bronze.

There is another seemingly small and therefore overlooked but nevertheless worthy and considerable contribution which every owner of obsolete unneeded printing machinery can make by scrapping that old equipment now. This point is emphasized by the Miller Printing Machinery Company in connection with its Wartime Scrap Allowance Plan.

Although most old presses are scrapped for their ferrous metals,

commonly known as iron and steel, a small quantity of from five to fifteen pounds of copper, bronze, and brass is found in practically all old printing presses. The bronze and brass occurs in the relatively few bushings and bearings, as compared with today's modern automatic cylinders, on which the shaft, axles, and journals of the old presses have revolved for so long; the oil line tubing is made of pure copper.

It is pointed out that while in nine cases out of ten it is impractical for the owner of obsolete printing presses to separate the few copper-containing parts from the press being scrapped, the scarce metals are separated from the iron and steel parts of the press by the scrap dealer and ultimately channeled into hundreds of different kinds of armament where copper is essential.

The printing industry, one of the nation's largest and a heavy machinery user, is a source of thousands upon thousands of tons of iron as well as a sizable quantity of copper, bronze, and brass. Every ounce of these metals released from printing plants, whether it be in large quantities of printing plates or relatively fewer pounds of bearings, tubing, and other machine fittings, aids the nation in a practical way far beyond the dollars in scrap these essential metals return to their owners as scrap.

MAX LAU

Max Lau, for many years president of the Max Lau Colortype Company, Chicago, died at his summer residence at Montague, Michigan, May 29. He was seventy-nine years of age.

Mr. Lau came to Chicago in 1893 in connection with the World's Columbian Exposition. He had previously been associated with William Kurtz, a photographer in New York City, who had patented a process of making three-color plates which he attempted to make practical by applying them to the lithographic method of obtaining impressions from stone.

In Chicago, Mr. Lau became associated, in 1894, with Adolph Schmidt, and together they went to Theodore Regensteiner, then in the engraving business, who worked with them in experimenting to make the Kurtz process practical commercially.

They decided to use dots instead of lines on the plates, and then tried out copper instead of stone for the color plates.

Thus they were the first to introduce the three-color process commercially, which has since opened the flood-gates of color for all printing processes. The complete story of the success of the experiments and the subsequent financial rewards which these pioneers reaped under Mr. Regensteiner's leadership in connection with the Photo-Colortype Company is told in the forthcoming three-hundred-page autobiography of Mr. Regensteiner, titled, "My First 75 Years."

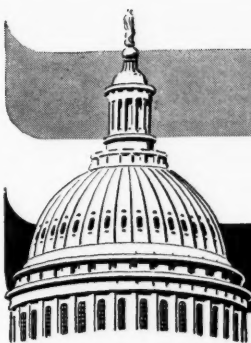
Mr. Lau organized his own company, and continued it until about six years ago, at which time it was liquidated because of financial reverses. He moved to Los Angeles, and then returned to the Middle West a year or two ago. He is survived by his widow and a son.

SHOWS PROFIT OF \$1,102,000

Alfred B. Geiger, president of the W. F. Hall Printing Company and its subsidiaries, including the Chicago Roto-print Company and the Central Typesetting and Electrotyping Company, of Chicago, informed stockholders at a meeting June 5 that net income during the past fiscal year, ended March 31, was \$1,102,000, equal to \$2.84 a share, compared with a net for the previous year of \$1,280,506, equivalent to \$3.30 a share. Current assets at the end of the year were reported to be \$7,161,956 against current liabilities of \$2,100,067.

During the past year, the company redeemed and retired \$300,000 of the outstanding serial debentures, and expects to redeem \$200,000 of the sinking fund debentures due April 1, 1951. Additions to the plant equipment during the year amounted to \$274,000.

Mr. Geiger reported that studies are being made by the company for possible post-war markets including new types of books and other literature to print, "so that the company may be in the best position to create new jobs and increase the production of a large volume of printed matter for the peacetime advertising market."



THE GRAPHIC

* ARTS IN *

WASHINGTON

CEILINGS FOR FUTURE DELIVERY

The printing price ceiling order (MPR 225) has been amended, effective June 7, to allow printers to sell their products at prices which do not exceed the ceilings in effect when delivery is made.

The amendment further provides that where a petition for amendment or application for adjustment of maximum prices is pending before O.P.A., the publisher or printer may make agreements to adjust prices upon deliveries made during the consideration of such a petition to agree with its final disposition.

In plain words, if you are asking O.P.A. to allow you to raise your price on any item, you may charge your customer the higher price, but you must agree to refund the increase in case the O.P.A. refuses to grant you the increase.

NEWSPRINT CEILING AMENDED

Certain types of newsprint, notably small sizes of sheeted newsprint, narrow rolls used in salesbook manufacture, and some types of roll wrapping paper, have been added to the list controlled by MPR No. 130. This amendment was effective June 14.

New maximum prices for these items will be based upon the manufacturer's roll price for standard newsprint of \$55 a ton in the base zone, which is called Zone 4 in the regulation, and comprises states around the Great Lakes. The differentials allowed by the regulation may be applied to this price.

Although the non-standard sizes covered by this amendment represent less than 1 per cent of the total annual consumption of newsprint paper, it is believed that this amendment will encourage the papermakers to continue making these items, rather than disposing of them as a substitute for wood pulp.

If these items were not available as newsprint, the printers and merchants would be forced to use higher quality papers for the same purposes.

STITCHING WIRE DEFINED

Until recently, stitching wire has been classed either as an operating supply or a material, according to the customary accounting practice of the user.

In direction No. 4 to CMP Regulation No. 5, the W.P.B. last month ruled that steel stitching wire as defined in Order L-291, must be classed as an operating supply, regardless of its classification in the normal accounting procedure.

ATTEMPT TO RELEASE CALENDAR TIN

The United Typothetae of America is conducting a survey at the present time, which is designed to cause the War Production Board to favorably consider releasing present accumulations of 33-gage blackplate, suitable for calendar tinning, now in warehouses.

This release of the calendar tin, if accomplished, will be by appeal on Form PD-500. The representations made to the War Production Board must be on an industry-wide basis, and the U.T.A. will make these representations on behalf of the calendar industry as a whole.

Interested calendar manufacturers have been asked to supply information regarding consumption of calendar tin in 1941, and their present inventories of calendar tin. This information should be filled in on five copies of Form PD-500, which can be obtained from your nearest W.P.B. field office. Three copies of the form are to be filed with the W.P.B. field office, one copy to be sent to U.T.A., and the fifth to be kept by you.

STITCHING WIRE ORDER REVOKED

Order No. L-291, issued by W.P.B. to control the use of stitching wire, has been revoked, pending issuance of a new order, which is now being drafted.

The limitations imposed by the original order were found impractical by a large number of publishers, particularly large magazine houses, it was explained by H. M. Bitner, director of the printing and publishing division.

P. O. ASKS COOPERATION

Coöperation of mailers is sought by the United States post office to facilitate the handling of mail by their placing after the name of the city, the delivery station number, thus:

The Inland Printer
309 West Jackson Boulevard
Chicago 6, Illinois.

The new system applies to 175 cities of the larger size where sub-stations operate. Shortage of help is given as the reason for the new rule. Users of mailing lists are being urged to send their lists to the different cities for the insertion of the delivery station numbers, which service will be rendered by the post offices without charge.

However, a protest has been made by firms with extensive mailing lists, coupled with a suggestion concerning the method of accomplishing the same purpose. The managers of large mail-order

houses have recommended that instead of having the zone number appear after the name of the city and before the name of the state, that it should appear at the end of the street number line, thus:

The Inland Printer,
309 West Jackson Boulevard, 6,
Chicago, Illinois.

The argument in favor of the changed position of the zone number is that it can be more readily inserted on the name plate or the stencil from which the mailing address is imprinted upon the envelope or wrapper to carry the message.

Another argument is that the mail clerks and carriers at the delivery office would see the house number, the name of street, and the zone number, all on one line, instead of being required to let the eye take in two lines.

A third reason is that the new rule involves the scrapping of all present stencils or name-plates because the zone number cannot be inserted between the name of the city and the name of the state on a plate or stencil.

HITS ENEMY WITH PRINTING

An item of \$34,472,504 in the budget of the Office of War Information attracted the attention of the appropriations committee of Congress, whereupon the members were informed by Elmer Davis that it included \$10,000,000 to cover the cost of establishing printing departments with adequate equipment and personnel in connection with the armies at the various war fronts, "and hitting the enemy behind the lines, with everything we can to increase the tempo of his demoralization, as has been done successfully in Tunisia."

BITNER SUCCEEDS CHANDLER

Harry Bitner, who assumed the responsibilities of the position of director of the printing and publishing division of the War Production Board as successor of William G. Chandler, resigned, is a newspaper man with wide experience as an executive. He had been serving as deputy director of the division for several months prior to Mr. Chandler's resignation, having obtained a leave of absence from his executive duties as president and publisher of the Pittsburgh *Sun-Telegraph*, also as a member of the board of directors of Hearst Consolidated Publications, and *American Weekly*.

It is said of Mr. Bitner, that when he was called as a witness, as a newcomer, before one of the congressional committees to testify concerning the curtailment of newsprint and other printing papers, he surprised the congressmen by saying that he had no specific facts, and could not contribute to the study of the situation by expressing an official attitude. His frankness on that occasion won for him favorable comments from committee members and newsmen.

Commentators have expressed the opinion that Mr. Bitner will try to deal with cold hard facts concerning the paper situation and will govern himself accordingly.

EULOGIZE E. W. PALMER

Elbridge W. Palmer, since 1925 president of The Kingsport Press, at Kingsport, Tennessee, who for two years had been connected with the War Production Board as Deputy Director of the Printing and Publishing Division, was eulogized by Senator Tom Stewart of Tennessee whose remarks were published in the Congressional Record.

On May 25, last, Mr. Palmer became associated with the Adjutant General's office of the United States Army with

Current News and The Bible

By Deacon Clearlight

HITLER, regarded by many of his hypnotized henchmen as more than human and worthy of being worshipped, by substituting his own ideas of idolatry and killing priests and other ministers, was supposed to have taken the Bible—"a Jewish Book"—from his people. However, Nazis, now prisoners of war at Camp Breckinridge, Kentucky, freed from Hitler's edicts against Bible teachings, are responding, surprisingly, to invitations of United States army chaplains to engage in church services and Bible study.

HERE are a few appropriate quotations from the Bible:

"The worthless fool saith in his heart, There is no God. They are corrupt, and they are abominable in their injustice." (PSALM 53:2, Jewish Version.)

"I was glad when they said unto me, Let us go into the house of the Lord . . . Because of the house of the Lord our God, I will seek thy good." (PSALM 122:1, 9, The Protestant Version.)

"But thanks be to God who hath given us the victory through our Lord Jesus Christ. Therefore . . . be ye steadfast and unmovable; always abounding in the work of the Lord, knowing that your labor is not in vain in the Lord." (1 COR. 15:57, 58, Catholic Version.)

(This item syndicated by The Inland Printer, may be freely reprinted by other publications, giving due credit.)

the rank of colonel. He was lauded by Senator Stewart for the manner in which he planned the work in his W.P. B. office, and the program as announced in a pamphlet, copies of which were distributed to all members of Congress and to all departments, independent offices, and establishments. Continuing, the eulogy as published reads in part:

"Back of Mr. Palmer's program lay the knowledge that there were 43,000 large and small printers in this country; that there was no desire on the part of the armed services to assume in addi-

tion to tactical matters, the headaches attending upon the printing business; that the steel and other critical materials used in the manufacture of printing equipment were the same steel and critical materials needed for the production of guns, ships, tanks, and planes; that the commercial facilities of the country were more than adequate; and that last, but not least, the printing manufacturers, 168 in number, were in the front line of factories converted to the production of direct war material; and that the placing of orders for printing equipment in these converted plants necessarily would interfere with direct war production."

The senator from Tennessee extended his remarks by presenting a biographical record of Mr. Palmer, which was published in the Congressional Record.

ERNEST F. EILERT

Ernest F. Eilert, a former president of the United Typothetae of America, and chairman of the board of the Eilert Printing Company of New York City, died at his home in Pelham Manor, New York, June 26, after a month's illness.

He was born in New York City seventy-six years ago, and became associated with the publishing business in 1880, as an errand boy in the printing department of *Iron Age*. He never learned to set type, but developed into a printing salesman and specialized in contacting religious organizations for their publication work. That printing department then developed into the Williams Printing Company.

He later joined The Greenwich Press, then The Blumenberg Press. Upon the death of Mr. Blumenberg, the owner, Eilert and Alvin L. Schmoeger took over the plant and also the publishing of the "Musical Courier" and later changed the name of the firm to the Eilert Printing Company.

He became interested in trade association activities early in his career and served for five terms as president of the New York Employing Printers Association, and subsequently became chairman of the board of directors. He also headed the Printers League of America, and was elected in 1925, and reelected in 1926, as president of the U.T.A.

He was active as an organizer of the Luther League of America and served as its first president in 1895. He was a president of the Lutheran Hospital of New York City, and served in other capacities. He also became interested in politics and served as president of a local Republican organization and was a presidential elector several times. He also served on the New York City Board of Education. In 1924 he received an honorary college degree which entitled him to use the title of "doctor."

POST OFFICE MEETS EXPENSES

Postmaster General Frank C. Walker has reported that for the first time in twenty-four years, postal expenditures have been held within revenues during the first ten months of the current fiscal year, and that revenues are about \$5,000,000 more than expenditures.

ELECT HAMMERMILL OFFICERS

Announcement has been made by the Hammermill Paper Company that at a recent meeting of the board of directors the following officers were elected: president, N. W. Wilson; treasurer, O. F. Behrend; first vice-president and general manager, D. S. Leslie; vice-president and assistant treasurer, W. T. Brust; secretary, W. F. Bromley; vice-president in charge of sales, H. R. Baldwin; vice-president in charge of industrial relations, M. Harrison; vice-president and general superintendent, R. P. Price; assistant secretary, F. P. Klund; assistant secretary, A. E. Frampton.

Henry F. Obermanns, for many years vice-president in charge of manufacturing, resigned from that office because of continued ill health, but will continue with the organization in the capacity of a consultant.

HOLLING PRESS CHANGES HANDS

Sale by Thomas L. Holling of his majority share in The Holling Press, Buffalo, one of western New York's largest printing firms, to Leo H. Ward, who for the past six years has served as the company's executive vice-president and general manager, has been announced.

While there has been no formation of a board of directors to succeed the present one, Mr. Ward is scheduled to become president of the company and chairman of the board, succeeding Mrs. Mary F. Holling, who was named president in 1942, after her husband was named to the State Parole Commission.

The firm employs more than 100 persons. It engages in general commercial printing, most of it color work, including some 20 weekly and monthly industrial publications.

Born in Grand Rapids, Michigan, Mr. Ward became associated with Mr. Holling in the printing business in 1929. He is president of the Niagara Frontier Master Printers' Association.

In 1936, Mr. Holling was elected mayor of Buffalo and turned over to Mr. Ward active management of the business.

SET ASIDE POST-WAR FUND

Thomas Roy Jones, the president of American Type Founders, in his annual report of operations for the year ended March 30, said that net income after Federal taxes of \$1,300,000, was \$1,711,150, from which the board of directors set aside \$600,000 to provide for post-war transition. The balance of net profit of \$1,111,150 is equal to \$1.95 a share on the 568,101 shares of stock outstanding, which compares with a net profit of \$810,150 for the preceding year, equal to \$1.42 a share.

RICHMOND INKMAKER DIES

William Perry Brandt, active in the printing trade in Richmond, Virginia, for many years, died May 25. He was connected for a long time with the American Type Founders Corporation. In 1914, he founded his own business, the Richmond Printing Ink Company. He was one of the men who organized the Richmond Club of Printing House Craftsmen.

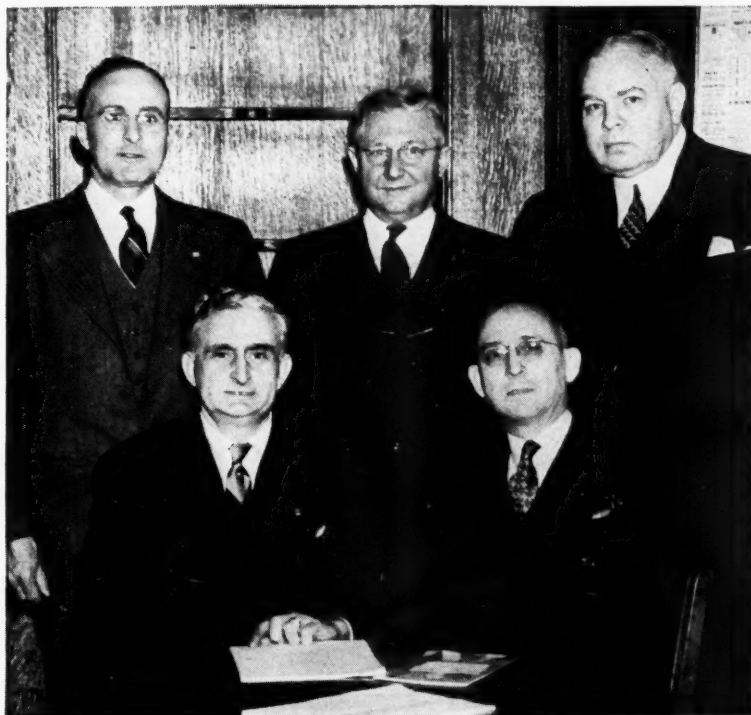
STAGE IS SET FOR CRAFTSMEN'S "WAR EFFORT" CONVENTION AT MEMPHIS, FROM AUGUST 10 TO 12

• DETAILS OF THE PROGRAM for the "War Effort Convention" of the International Association of Printing House Craftsmen indicate that all speeches, clinics, and conferences to be part of the gathering at the Peabody Hotel, Memphis, Tennessee, August 10 to 12 inclusive, will be devoted to consideration of production problems caused by the war.

Opening of the convention set for Tuesday instead of on Sunday or Monday is expected by the convention com-

mittee in his civilian connections, and Philip Schneider, who is in charge of commercial printing. These speakers will be on the program at the opening session of the convention, Tuesday forenoon.

The five technical clinics of the "War Effort Convention" will be held at such times that an executive who attends the convention may obtain benefits from all of them. At each clinic two practical leaders will be in charge of presentations and answering of questions. Plans



Committee in charge of Memphis convention of Craftsmen. Seated, left to right, Ray F. Brown, chairman; A. Horace Kelley, Jr., publicity. Standing: George F. Jones, secretary, Nashville Club; I. P. Wortham, president, Memphis Club; Douglas C. McMurtrie, chairman, Educational Commission

mittee to interfere less with week-end travel of military and navy personnel than if otherwise arranged. The committee has emphasized the need for conventioners to arrange for their hotel and travel reservations early enough to insure accommodations.

Headline speakers and leaders include John J. Deviny, Deputy Public Printer of the United States, who is one of the organizers of the international association and was twice its president; William C. Huebner, distinguished as an inventor, who received a "modern pioneer award" from the National Association of Manufacturers in 1940; John Wolff, Jr., owner of a printing and lithographic plant in St. Louis, who is one of the three representatives of the War Production Board of Washington, D. C., to be at the convention, the others being Leon A. Link, who is a composing-room and newspaper plant executive

this year provide for adequate time for all clinics.

The session on Tuesday afternoon will be devoted to the clinic on "Typography and Composing-room Practice," with Michael Stevens, of New York City, and Richard N. McArthur, of Atlanta, in charge as co-chairmen. Tuesday evening is set aside for the Club Management Dinner at which Douglas C. McMurtrie, director of typography for the Ludlow Typograph Company, Chicago, and chairman of the International Educational Commission, will preside. Subjects to be discussed include, "Program Building in Wartime;" "The Growth and Maintenance of Membership;" "The Recruiting and Training of Club Officers;" and "Club Prestige in the Community." A technical clinic on "New Materials and Processes under War Economy" will feature the program on Wednesday forenoon, and Clarence

Groettum, Minneapolis, will be one of the co-chairmen of this clinic.

"Letterpress Platemaking and Printing" will feature the Wednesday afternoon session, and its counterpart program, about "Offset Platemaking and Printing" will feature the Thursday afternoon session. Among those to participate in these clinics as co-chairmen and speakers are H. Guy Bradley, of Indianapolis; Arthur Metcalfe, of Montreal; Jack Hagen, of Chicago; George Kearsley, of Philadelphia; William C. Huebner, of New York City; and Dr. William H. Wood, of Harris-Seybold-Potter Company, of Cleveland.

The clinic on "Job Planning and Production Control," under the co-leader-

AWARD PRINTING DIPLOMAS

Diplomas were given to 282 high-school printing students of the New York School of Printing at the Central High School, New York City, at exercises held in Needle Trades Auditorium, June 22. Students entitled to diplomas—100 of them—who are now in the armed services of the United States received their diplomas by proxy, their parents accepting them on their behalf from a representative of Major General T. A. Terry, commanding general of the Second Service Command.

Harry L. Gage, vice-president of the Mergenthaler Linotype Company, presided at the graduation exercises, and

313 ballots returned from members, representing 60 per cent of the total, only one dissenting ballot was cast.

The reason for omitting the regular convention was to "make the maximum transportation facilities available to our armed forces and cooperate with our Government in its war effort, and to conserve the resources of the members of the photoengraving industry."

The resolution adopted and approved by the membership for the new kind of convention provides that the association will "conduct its Forty-Seventh Annual Convention by mail, arranging for an inspirational and informative program, providing for a symposium of prepared papers on important subjects, and that



Headline speakers on the program of the convention of the International Association of Printing House Craftsmen in Memphis, August 10 to 12. Left to right: John Deviny, Deputy Public Printer of the United States; William C. Huebner, pioneer in photolithography; and Leon A. Link, representing W.P.B.

ship of E. G. Hubbell, of the Meredith Publishing Company, Des Moines, Iowa, and George Greenberger, of the J. W. Clement Company, Buffalo, New York, will feature the Thursday forenoon session, following the business session, at which officers will be elected and resolutions adopted. Officers will be installed at the dinner meeting to be held Thursday evening.

Plans for the convention are being made by a committee which represents the Memphis Club of Printing House Craftsmen. This committee includes: Ray F. Brown, general chairman; A. Horace Kelley, publicity chairman; I. P. Wortham, president of the club, and George F. Jones, secretary. Mr. McMurtrie has been working with the committee in arranging the program.

The committee will appreciate advance registrations. Send them to Joe F. Dorsey, 90 Hernando, Memphis, Tennessee. Make checks payable to Memphis Club of Printing House Craftsmen. Rates are \$10 for men and \$7.50 for women.

George Welp, representing the I.P.I. Essay Contest, presented a cash prize to Peter Johnson, who was a winner in the recent contest.

FLADER WILL RUN MAIL CONVENTION

Another convert can be credited to the work of the Graphic Arts Victory Campaigns Committee in its suggestion that "conventions" wherever possible should be conducted during the war by means of the use of printed matter. The latest announcement of such a "Convention" has been made by Louis Flader, commissioner of the American Photo-Engravers Association, which organization for the first time in forty-six years is omitting its annual convention.

At a meeting recently held by the board of directors of the association, the question arose about planning for the annual convention, whereupon the proposal was made to submit the idea to the membership by referendum that a "mail convention" be conducted. The proposition was submitted, and of the

these be published in the November issue of *The Photo-Engravers Bulletin*."

In his announcement about the plans for the mail convention, Mr. Flader suggested a method by which even clinics and questions and answers may be a feature of the "proceedings."

BRITISH INKMAKERS CONCENTRATE

Even though concentration of the printing ink and roller industries is no longer compulsory in England, practically all of the original compulsory groupings are being maintained on a voluntary basis.

Under this system of concentration, actual manufacture of the products is in the hands of a few large concerns, with original companies maintaining their own sales organizations.

The British Board of Trade has issued nucleus certificates to those firms in the industry entitled to receive them, and the concentration program as originally designed will be carried out until further notice.

MINIMUM WAGE ORDER EFFECTIVE

A minimum wage for every branch of the printing and publishing and allied graphic arts industry of forty cents an hour, and at least time and one-half the regular rate for overtime, went into effect on June 14, last. The official order, raising the minimum from thirty to forty cents an hour, was signed by L. Metcalfe Walling, administrator of the Wage and Hour Division of the United States Department of Labor, and was approved by Frances Perkins, Secretary of Labor.

The minimum wage order covers "all occupations in the industry which are necessary to the production of the products or services specified in the definition, including clerical, maintenance, shipping, and selling occupations."

As defined in the order, the printing and publishing and allied graphic arts industry is: "the impressing, stamping, or transferring on paper or other materials, of any mark, character, or delineation, through the use of ink, color, or graphic arts processes, as well as any preparatory or finishing operations relating thereto. (a) It includes, but without limitation, the printing and publishing of newspapers, books, periodicals, maps, music, and all other products or services of typesetters, and advertising typographers, electrotypers, and stereotypers, photoengravers, steel and copperplate engravers, commercial printers, lithographers, gravure printers, lettershops, decalcomania manufacturers, private printing plants of concerns engaged primarily in other business, book and pamphlet binders, trade binderies, and news syndicates. (b) The printing of printed forms, blank books, stationery, tablets, calendars, announcement cards, greeting cards, and the like is included within this definition only when performed in job printing establishments, as this term is used in the wage order for the converted paper products industry."

Every employer engaged in the operations defined in the order is required to "keep posted in a conspicuous place in each department of his establishment where such employees are working such notices of this order as shall be prescribed from time to time by the Wage and Hour Division of the United States Department of Labor."

The poster refers to the penalty, thus: "Violators may be fined \$10,000 for each offense. They may be imprisoned for six months, except in cases of first offenders. Discrimination against any employee for filing a suit or complaint is a violation. Complaints may be filed with any regional, branch, or field office of the Wage and Hour and Public Contracts Divisions, or through the National Office, 165 West 46th Street, New York City, New York. Employees may sue and recover twice the amount due them."

A footnote to the poster reads: "This notice shall be posted within thirty days from the effective date of this order and maintained continuously in readable condition in all establishments where employees of the Printing and Publishing and Allied Graphic Arts Industry

work, or report on or off duty. Failure to post and keep posted is a violation of this order."

The question has come up as to whether "learners" or apprentices can be paid less than the minimum of 40 cents an hour. The only answer obtainable from the Chicago office of the War Manpower Commission, Apprenticeship Division, is that in some industries a certificate will be given to an employer, allowing him to pay in accordance with standards agreed upon by both the Government and the industry.

The Chicago office was unable to say whether the printing and publishing industry could obtain these certificates or not, but suggested that individual shops interested in this angle should write to the nearest field office of the War Manpower Commission, Apprenticeship Division, state the complete details of the case, and see what happens.

FORM NEW COMPANY

Edward Van Dillen, Incorporated, is the name of a new organization in New York City to deal in printing machinery and equipment. B. E. Roth is president and John J. Reilly, is secretary-treasurer of the company. Edward Van Dillen, who is vice-president and general manager, started his career in the printing machinery business a quarter of a century ago with the Miehle Printing Press and Manufacturing Company, of Chicago. He was also associated with Hood-Falco Company; more recently with Payne & Walsh.

LANSTON ISSUES 50TH REPORT

War-time operations of the Lanston Monotype Machine Company are revealed in its 50th Annual Report issued to the stockholders by Harvey D. Best, president of the company. The fact that the company has operated for fifty years is noted casually in the report but is stressed by the appearance of the numeral "50th" preceding the words "Annual Report" in gold ink.

It is recalled by persons familiar with the records of the World's Columbian Exposition in Chicago, in 1893, that the name of Lanston Monotype Machine Company was listed among the exhibitors in the "Machinery Hall." In the July, 1893, issue of *THE INLAND PRINTER*, page 315, in connection with an article titled "Printing and Kindred Industries at the World's Fair," appears a paragraph as follows:

"Compositors are greatly interested in watching the several typesetting machines: the Thorne, which both sets and distributes; the Rogers' typesetting and linecasting machine; the Mergenthaler linotype machine which gives a ready-cast souvenir to anyone who wishes it; and the new Lanston monotype machine which is to be put on the market this year. It would seem from the successful operations of these machines as shown here that the days of the composing stick for news and book work are numbered."

In Mr. Best's report of operations for the fiscal year ended February 28, 1943, he shows the net earnings to have been

\$225.00 IN PRIZES FOR PRACTICAL HINTS AND HELPS for publication in *THE INLAND PRINTER*!

The Printer's Wartime Fight for Survival Demands Better Use of Men, Materials, and Equipment

★For the duration of this emergency, printers must fight harder than they have ever fought before. Every possible bit of use must be obtained from every man, every machine, and every pound of material. In this fight, you will discover new, labor-saving, time-saving methods of doing standard jobs. Why not pass these new methods along to other printers and benefit both in money and in the exchange of your ideas? *THE INLAND PRINTER* wants to encourage this exchange of ideas by offering the prizes listed below in a contest for helpful hints. Read the rules at right and get started—NOW!

PRIZES

First Prize—One \$100 War Savings Bond

Second Prize—One \$50 War Savings Bond

Third Prize—One \$25 War Savings Bond

Five Prizes—\$10 each in War Savings Stamps

Regular space rates will be paid for Hints and Helps published from month to month during the contest. Prizes, paid after contest closes, are in addition to those space rates.

RULES

1. Any reader of *THE INLAND PRINTER* may enter this contest.
2. The subject selected may be any phase of the printing industry. It may be on maintenance or repair of a piece of equipment or machinery; it may be a money-saving or maintenance idea on lubrication; an accident-prevention idea; a cost-keeping idea—any subject which will help another printer.
3. Manuscripts must not exceed 1,000 words. Your name, address, and "For Entry in Hints and Helps Contest" must be plainly written on first page of manuscript. Articles contracted for by us independently, or submitted without making a specific entry, will not be entered. All articles will be the property of *THE INLAND PRINTER*. None will be returned.
4. Manuscript may be typewritten, or in pencil or ink; spelling or grammar makes no difference—it is the value and usefulness of the idea that counts.
5. The manuscript should be accompanied by an illustration if possible. This may be a snapshot, or instructions our artist can follow to draw a sketch.
6. The contest closes on September 1, 1943. Prize winners will be announced soon after closing date. In case of ties, duplicate prizes will be awarded.
7. The judges will be two prominent printers and the Editor-in-Chief of *THE INLAND PRINTER*. Decision of judges will be final.

The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

\$218,239.79, after a charge-off of depreciation, amortization and miscellaneous taxes of \$313,505.57 in addition to a reserve of \$169,741.87 for Federal and Pennsylvania income taxes. The net profit for the year is equivalent to \$2.32 a share, compared with \$1.82 a share for the previous year. Dividends of \$2.00 a share were paid, and taxes for the year amounted to \$4.28 a share, an increase in taxes of 95 cents a share over the previous year.

The statement appears in the report that "profits arising from war production in previous year and through the current year are subject to statutory provisions for renegotiation." The effect of such renegotiation upon the firm's financial statements cannot now be determined, the president reports.

The plant of the company has been engaged almost entirely during the past year in making various items of war production, and has been operating with a regular work week of 53 hours and in some departments up to 62 hours. Certain of the firm's cameras have been in use in airplanes and are also being supplied to allied countries.

Concerning possible post-war operations, Mr. Best made the following statement: "Your management is looking forward to the conditions we will face at the close of the war. We will have a large and immediate demand for new machines which can be supplied only after the securing of new materials and the machining and assembly of many thousands of different parts. This means a period of manufacture before deliveries can be made. To cushion this period we have set up as contingent reserve \$200,000 from the operation of the past two years and plan a continuance of this policy in the new fiscal year."

The total assets of the company, as stated in the consolidated balance sheet, are listed at \$8,790,376.09. Total liabilities are listed at \$124,055.30, which represent only current items.

MAILERS FORM SEPARATE UNION

The International Union of the Newspaper Makers of the United States and Canada is the name of a new labor organization in the graphic arts founded at a special convention in Cincinnati, June 10, by the Mailers Trade District Union comprising 86 locals and 6,500 members, formerly associated with the International Typographical Union. The mailers were part of the I.T.U. for forty-four years.

Thomas J. Martin, of Cleveland, Ohio, who was president of the Mailers Trade District Union, and also third vice-president of the I. T. U., is reported to have said to newspaper reporters that the mailers were "dissatisfied with their status as subordinates as members of the I. T. U."

Officers elected by the mailers are: President, Walter Weissman, Cincinnati; vice-presidents, John Barrows, Atlanta, Georgia; Samuel Wax, Philadelphia; and William Shea, Newark, New Jersey. W. Carey Weaver, of Indianapolis, was elected secretary-treasurer.

MORE SCRAP WANTED

War production goals for the remainder of the year 1943 are stated by the Business Press Industrial Scrap Committee, with headquarters in New York City, as reasons why the collection of scrap metals should be placed on a continuous basis by various industries.

"When one considers the fact that approximately 50 per cent of the material used by the steel mills in war production is scrap, it is readily under-

standable how vital is the need for a continual flow, so that the implements of war may be turned out in an unabated stream," reads one of the statements in a recent bulletin. "The successful conclusion of the African campaign and the imminence of the Second Front make this all the more necessary at the present time."

It is stated that scrap metal is needed for the production schedule of this year, which includes 125,000 airplanes, 75,000 tanks, 35,000 anti-aircraft guns, 10,000-000 tons of merchant ships, and innumerable bombs, shells, bullets, and other munitions of war.

Compared to production in 1942, the schedules for this year, according to the statement, require double the number of planes and four times the weight; twice the tonnage of merchant ships and a considerable increase of naval escort vessels and combat vessels.

(EDITOR'S NOTE: Printers and publishers who are methodically disposing of their scrap metal will please notify us concerning their methods which may suggest ideas to others in the industry. In the event that obsolete machines are being scrapped, news items concerning such scrapping incidents will always be welcomed.)

OFFERS DATA ON HOUSE-ORGANS

Factual information for managements of war production plants and other businesses concerning the advisability of publishing a house-organ for building up and maintaining morale is contained in two sixteen-page booklets issued by the Champion Paper and Fibre Company, whose headquarters are at Hamilton, Ohio. Titles of the two booklets are "So You Want to Start a House-Organ" and, "Tips For Your Wartime House Magazine."

Copies of the two booklets are being mailed to the persons and firms on the mailing list of *Stet*, house-organ of the paper manufacturer. Other persons who desire the booklets may obtain them without charge by requesting them from the company.

AWARDED SECOND CITATION

R. Hoe and Company was recently awarded another citation for meritorious service on the production front from the War Department, and authorized to add a white star to its present Army-Navy "E" Flag. A letter from the Under Secretary of War, Robert P. Patterson, described the award as a "symbol of appreciation from our armed forces for your continued and determined effort and patriotism."

NAVY PRINTER WANTS BOOK-LIST

Somewhere on the war-disturbed Pacific Ocean aboard a war-ship or along the shores of an island or continent, a member of Uncle Sam's navy wants the book list of *THE INLAND PRINTER*. He indicated his wish by sending to *THE INLAND PRINTER* a request in the form of a V-mail letter, and gave his rank as "printer, first-class." The name of his ship was given. The request was stamped as follows: "Passed by Naval Censor."

Answers to It's a Quiz

Here are the answers to the quiz on page 34. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. Letter shops, *i* or 73 per cent; gravure, *a* or 2 per cent; commercial printing, *d* or 20 per cent; binderies, *f* or 46 per cent were women workers.

2. False. The actual production at the end of the shift is most important, and includes the factors of loading and unloading, and ink distribution.

3. False. Blacksmithed lines are made wider at the top, thus making a keystone form which is one cause for workups in the first plate.

4. True. The blanket surfaces roll together with the sheet between, doing a perfecting job.

5. Answers b and c are both correct.

6. Customers would not be pleased by process standards; different color results are common with identical inks.

7. False. The slugs bearing the downrules are shoved down against the preceding slugs.

8. Keep the pile low; use a strong suction; and see that blast separates sheets entirely.

9. Silk screen, which will lay a heavy coating that is not in the least transparent.

10. The copyreader is the one who whips newspaper stories into shape for publication; the copyholder is one who reads proof to the proofreader.

11. False. There is no way to determine sales in advance for printed fiction.

12. True. Printers get about 50 cents a book on runs of 2,500; author gets 25 cents royalty. Most authors rarely collect more than \$500 for a manuscript. A run of one million is a miracle, 100,000 is rare.

ELECT TWO NEW OFFICERS

Two new vice-presidents have been elected by the board of directors of the Champion Paper and Fibre Company, Hamilton, Ohio, at a special meeting. The new officers are, John P. Osborne, manager of the New York office, and William B. Benzing, connected with the home office, who has charge of the converting end of the business.

Mr. Osborne's elevation is a recognition of his success in obtaining large contracts from Easterners since his becoming connected with the organization in 1925. It is said that the expansion of the company with its new pulpmaking mill in Houston, Texas, was largely due to his work.

POSTER CONTEST WINNERS

Winners in its 1943 poster contest have been announced by the McCandlish Lithograph Corporation, Philadelphia. The first prize of \$500 in war bonds was won by Wallace Cole, New York City. \$300 in war bonds went to Hans R. Boese of Nashville, Tennessee, as second prize, and third prize of \$150 was won by Edmond Greenhaw, of Memphis. Conrad Wienk, of Brooklyn, won the other \$50.

No commercial products were featured as poster sketch subjects in the contest this year. Poster subjects were confined to war bonds and stamps, and the American Red Cross. Two war bond posters and two Red Cross posters won the prizes.

IRON-FACED ELECTROS BEING PRODUCED COMMERCIALY

● **ELECTROTYPES ON WHICH** iron deposits have been used instead of copper and nickel are being produced commercially in several plants as a result of experiments sponsored by the Printing Plate Research, of which F. W. Kreber, of Columbus, Ohio, is president. This research organization, which was founded by eleven electrotype companies to conduct experiments, was announced in a news item in *THE INLAND PRINTER* several years ago.

The new electrolytic iron has been announced by research metallurgists of Battelle Memorial Institute, Columbus, Ohio, whose services were engaged for experimental purposes by the plate manufacturers who have paid the bills of Printing Plate Research.

Experiments were made with 125 different iron-plating solutions before one could be found which answered the requirements of the scientists doing the research work. They had to overcome the brittleness of the iron deposit, besides peeling, pitting, and other difficulties. Numerous salts and other agents were tried, and finally satisfactory results were obtained with a combination of sulphate-chloride bath, which, under proper control, deposits the iron in ductile form so that ordinary electrotyping operations may be achieved.

Iron anodes are used, the electrotype mold serving as a cathode. Ferrous sulphate, ferrous chloride, and ammonium chloride in definite proportions are the

PAPER SITUATION BECOMES INCREASINGLY DIFFICULT AS MILL INVENTORIES OF PULPWOOD CONTINUE TO DECLINE

● **PRINTERS REPORT** that difficulties are increasing in their efforts to obtain sufficient paper to keep their presses going even at the reduced volume at which most plants are operating.

Newspapers have been restricted a further 5 per cent in their use of newsprint beginning with the third quarter as of July 1. Lack of pulpwood is said to be the cause of the order.

E. W. Tinker, executive secretary of the American Paper and Pulp Association, in a recent address blamed Washington officials for the condition which has been allowed to develop with relation to pulpwood inventories.

"The general conception that paper is not absolutely needed in vast quantities for the war program has influenced decisions and actions in Washington," said Mr. Tinker. "It is true that remedial action, if taken immediately, could prevent inevitable shortages of necessary items. If such action is not taken at once it will stand as an indictment of administrative effectiveness."

"There is no question of the industry's ability and capacity to produce adequate supplies but under the regimented war economy it can only do so through a fully coordinated program in Washington. There is adequate timber but if manpower is not provided to make the

wood available a situation with national implications will inevitably arise."

Mr. Tinker said that pulpwood inventories are declining at the rate exceeding 130,000 cords a month. He continued:

"Let me say that 20,000 woods-workers made available in the five major forest regions of the United States would solve our insurmountable problem. I suppose this represents a swing shift in one of our good sized war production plants."

Mr. Tinker suggested that the manpower in numbers could be extracted from Washington and not be noticed.

A suggestion has come from the State of Maine that some of the Axis prisoners captured in Tunisia should be allowed to volunteer for logging in the Maine woods this fall and summer to provide for the raw materials from which to make pulpwood and paper.

The newly created newspaper pulpwood committee of the American Newspaper Publishers Association reported recently that pulpwood which normally goes into the manufacture of newsprint is now diverted to war purposes because of the lack of special grades of pulp for those purposes.

S. D. Warren Company issued a circular to the effect that casein which is the commonly used adhesive for binding coating to body stock is being allocated by the War Production Board. Since the volume of casein is less than the need, manufacturers must curtail production. The statement is made that coated paper will suffer some loss of quality as a result of the shortage of casein.

Strathmore Paper Company in its bulletins has been giving information about the paper shortage. Some of the facts are that mills making rag content papers received orders totaling 135 per cent rated capacity for the first fourteen weeks of this year, and production has been only 120 per cent; that it is not possible for the mills to build up inventories; that no business is being accepted from new sources but that all available supplies are being delivered to the Government and to the mills' "old friends and customers."

The statement is made that orders are lost by the mills for three reasons. They are: (1) that the merchant is out of stock; (2) the mill is out of stock; (3) the mill is unable to make the paper in time for the printer's requirements.

"Today, orders make it necessary to schedule manufacturing far in advance which prevents rebuilding of stocks," reads the explanation of Strathmore Paper Company. "But the mill is making a mighty effort to serve you, doing much overtime work at time and a half."

The suggestion is made that printers should continue to explain the facts to their customers, offer substitutes when necessary, and that they should order paper stock when the job starts in the shop instead of waiting until the proofs have been approved.

BECKETT PAPERS WERE ALWAYS WAR PAPERS



In these troublous times, as we approach the one-hundredth year of our continuous manufacture of paper, it is a gratifying thought that in a very real sense Beckett papers have *always* been war papers. We make no fantastic claims, but we can say in sincerity that Beckett papers are today, and have always been, what all war products should be . . . practical, enduring, economical. We have tried . . . with some success, we believe . . . to combine beauty and good taste with the solid worth of our products. It is this policy of making useful and economical goods that has enabled us to readily fit into the demands of a war economy with the least possible wrench or dislocation. It is this policy, too, that has won for our products the esteem and confidence of the armed services of America.

THE BECKETT PAPER COMPANY

Buckeye, Beckett and Ohio Covers, Beckett Offset and Opaque, Buckeye, Beckett and Tweed Texts, Special Military Papers

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848



WHEN your customer says, "Keep the price down," you'll please him and yourself by using Management Bond.

This watermarked Hammermill product is especially made for low price work. It will help you keep costs down, customer satisfaction up and deliveries right on time.

Management Bond is uniform — fast and trouble-free on your presses. It's sturdy—an ef-

ficient worker in your customer's business. And it's a paper that pays you a double profit — one when you print the job . . . a second when your pleased customer re-orders!

Management Bond is quickly available through Hammermill Agents in white and colors, in standard weights and sizes. Mail coupon today for the free Management Bond portfolio. Contains specimen printed forms.

MANAGEMENT BOND

A HAMMERMILL PRODUCT

Send for it!

Hammermill Paper Company,
Erie, Pennsylvania

Please send me—free—the Management Bond portfolio of printed forms.

Name.....

Position.....

(Please attach to your business letterhead)

NOT ALONE fine machines..



SKILLED CRAFTSMANSHIP, TOO, IS NEEDED

Some parts of the engraving job a machine can do. But routing... etching... finishing! These call for talent and patience and art—the hand of a skilled craftsman.

Here at SUPERIOR, our men have the finest of machines to do the mechanical part of the job. They devote their every skill, their every ability to those specialized, creative tasks that alone can produce truly superior engravings.

And that's not all! For efficient, careful production you can trust every feature of SUPERIOR'S 5-Phase Production Plan... Artwork... Photography... Photo-Retouching... Engraving... Composition—all coordinated, all done under one roof. Day and night shop. Let's talk over the details of your next job. Phone us or write.



SUPERIOR ENGRAVING CO.

215 W. Superior St., Chicago, Ill. • Superior 7070

Yessir!...

I did some real house-cleaning

Back there a-piece business wasn't so hot ... too many good jobs slipped by. Thought competition was under-bidding me 'til friend Collins straightened me out.

"Trouble with you," said Collins, "is your stuff all looks the same ... no variety ... no oompf ... nothing new."

That sure was a jolt ... for I knew I had more type faces than any other shop in the county.

I had them all right, but some of them came in with the Ark. And dust! Gosh, I hadn't used some of those faces for years.

Right that day I made a decision. I refused to run a home for aged type any longer ... refused to *play keeper* to any type that couldn't help to *keep me*.

So I scrapped every font that wasn't earning its board ... broken assortments ... antiquated faces ... type worn down at the heel. I replaced them all with fine, modern ATF foundry faces, which are now helping me get plenty of work.

Maybe that's what's ailing other printers. Without realizing it, they let the *type-parade* march right by ... while their customers insist on up-to-the-minute printing.



Do some real house-cleaning on your own. Replace with these modern ATF faces. Complete specimen showings of these and other ATF type faces will gladly be supplied.

Kaufmann Bold
Stymie Medium
Garamond *with Italic*
Bodoni Bold
Park Avenue
Bernhard Gothic Heavy

This advertisement is set in Onyx and Bodoni.

Ask your ATF Salesman to show you how to determine **SALES PROVED** type faces from our classification system based on actual demand.

AMERICAN TYPE FOUNDERS

Branches and Dealers in Principal Cities

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

69

COLOR IS LIFE

COLOR into life is woven
From a formula well chosen
By the Gods whose gifted
talents
Rule our Planet's path in
space.

Give us then the strength and
foresight
To Hold this gift an earthly
birthright
And in a spirit just and up-
right,
Spread more Color every place.

*And There Is Life In
S. & V. Colors—
Available In All Shades*



Sinclair and Valentine Co.

MAIN OFFICE AND FACTORY: 611 WEST 129TH STREET, NEW YORK, N. Y.

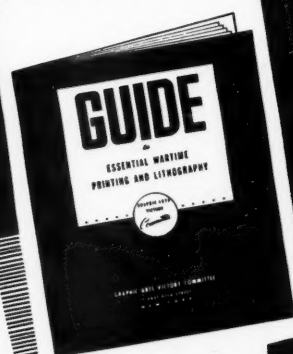
Albany	Boston	Cleveland	Detroit	Jacksonville	Los Angeles	Nashville	Philadelphia
Baltimore	Charlotte	Dallas	Havana	Kansas City	Miami	New Haven	San Francisco
Birmingham	Chicago	Dayton				New Orleans	Seattle

In Memoriam

Any person who was in the advertising field before the First World War can give you a list of prosperous firms which quit advertising during that war because they had all the business they wanted. But their customers had forgotten all about them before the war was over. Practically all of those firms are out of business today, replaced by other firms which increased, rather than decreased, their volume of advertising.

THE INLAND PRINTER
309 WEST JACKSON BOULEVARD
CHICAGO, ILLINOIS

With apologies to W. A. Krueger Co., Milwaukee, Wisconsin



IN THE RIGHT DIRECTION

Every printer, lithographer and publisher should have in his possession a copy of the Graphic Arts Victory Committee's "GUIDE to Essential Wartime Printing and Lithography." It points the way to successful co-operation between the producers of the printed word and our government. If you do not possess a copy, please make it your business to communicate with us so that we may have the privilege of supplying a copy with our compliments.

**GEORGE H.
MORRILL
C O M P A N Y**

DIVISION - GENERAL PRINTING INK CORPORATION
100 SIXTH AVENUE, NEW YORK

BOSTON PHILADELPHIA CHICAGO SAN FRANCISCO
MINNEAPOLIS ST. LOUIS FORT WORTH DETROIT
LOS ANGELES SEATTLE



Strengthen the Pulse of Your Business


The letterhead—always an essential business tool—assumes extra importance during wartime. Gearing of advertising and sales programs to the war effort imposes added "jobs" on the business letterhead. In many cases, it now is a company's sales department! So it's vitally necessary that letterheads perform their functions to the very best of their abilities. And one of their primary objectives today is to protect company prestige. *You* can assist your customers and prospects in obtaining outstanding letterheads through the *free* services of The Letterhead Clinic. The "know how" is outlined in a *free* 24-page book which the coupon below will bring you by return mail.

Permanized Papers

RAG-CONTENT

return postage guaranteed
THE LETTERHEAD CLINIC
WHITING-PLOVER PAPER CO.
STEVENS POINT - WISCONSIN

Strengthen the pulse of your business



The Letterhead Clinic
Whiting-Plover Paper Company
2 Whiting Road, Stevens Point, Wisconsin

I want the *free* 24-page book, "Why You Should Use the Letterhead Clinic", which will tell me how I can sell outstanding letterheads.

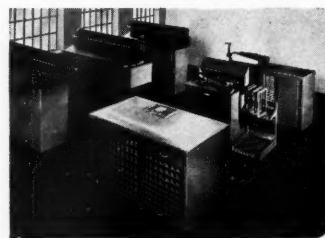
Name _____

Position _____

Please attach to your BUSINESS letterhead. This offer is restricted to Printers in the U. S. A.

YOUR COMPOSING ROOM AND THE WAR

The war means shortages on the Home Front . . . both of materials and manpower. Until the war is over, your composing room will suffer more and more from lack of sufficient and well qualified labor. It is important, therefore, that it be arranged and equipped in the most efficient manner. Hamilton equipment offers the solution by making possible good arrangement and providing compositors with opportunities to work productively ALL THE TIME.



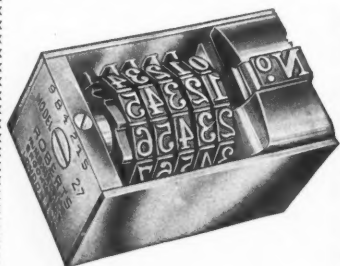
Hamilton's large steel plant is devoted almost entirely to war production . . . a job we are proud to do. We are still able to supply you with all regular wood items, however, and also have quite a good stock of steel items available which can be supplied in accordance with the W. P. B. limitation order.

See your Hamilton dealer for full information about the Hamilton items available and how they will help you meet the war-time problems.

HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WIS.

HELP! 3 WAYS TO MAKE NUMBERING MACHINES LAST!

- ① Inspect regularly after each run.
- ② Always keep clean and properly oiled and adjusted. Or . . .
- ③ Roberts big Service Department will recondition—any make—for you. But . . . When replacing worn-out machines, insist on ROBERTS with all these advantages: Positive-action Direct Drive; Low Plunger; large Main Spring; welded steel Plunger Guide Pins; Steel Case and Staple Release for plunger; Double Wire Spring straddles the unit retaining pawl; improved Drop Cipher.



Buy Model 27 . . .
5-Wheel, \$12.

Less \$7.20 each
40% net

Or Model 28 . . .
6-Wheel, \$14.

Less \$8.40 each
40% net

Roman or Gothic style; forward or backward action. Quantity discounts; 10% trade-in.

ROBERTS NUMBERING MACHINE CO.

694-710 Jamaica Ave., Brooklyn, New York

ROTARY PRESSES

for Lithographers, Printers, Newspaper Publishers. Also Presses for Folding Box Manufacturers. Tell Us Your Requirements

WALTER SCOTT & CO., INC., PLAINFIELD, N. J.

INKS FOR SHARP IMPRESSIONS In Litho-Offset and Printing FOR METAL DECORATING

Get Varnishes and Dryers, too, from **Gaetjens, Berger & Wirth, Inc.**
35 YORK ST., BROOKLYN, N. Y. • 538 S. CLARK ST., CHICAGO

H. B.

ACCURATE composing room tools give maximum production from every man-hour. Write for catalog of ROUSE Time-Saving equipment.

Rouse & COMPANY

2218 NORTH WAYNE AVENUE. CHICAGO, ILLINOIS

THIS IS A RATE HOLDER

Its purpose is to maintain an advertising rate . . . like The Mead Corporation, say, maintains the printability of Mead, Dill & Collins, and Wheelwright papers . . . The Mead Sales Co., 230 Park Ave., N.Y.C.

THE INLAND PRINTER

Volume 111 • July, 1943 • Number 4

PUBLISHED MONTHLY BY TRADEPRESS PUBLISHING CORPORATION

Horace T. Hunter, President
John R. Thompson, Vice-President and Treasurer
J. L. Frazier, Secretary

309 WEST JACKSON BOULEVARD, CHICAGO 6, ILL., U. S. A.

THE INLAND PRINTER furnishes the most reliable and significant information on matters concerning the printing and allied industries. Contributions are solicited but should be concisely stated and presented in typewritten manuscript.

SUBSCRIPTION RATES

For United States and countries within postal union, including Spain, one year, \$4.00; two years, \$7.00; three years, \$10.00. Single copy, \$0.40; none free. **Foreign, not included in postal union, add \$1.00 a year.** Make checks or money orders (for foreign) payable to TradePress Publishing Corporation. (Foreign postage stamps not acceptable.)

For Canada and Newfoundland, one year, \$4.50; two years, \$8.00; three years, \$11.50. Single copy, \$0.45. These subscriptions and remittances may be sent in Canadian funds to The Inland Printer, Terminal A, P. O. Box 100, Toronto, Ont.

When Subscriptions Expire the magazine is discontinued unless a renewal is received prior to the publication of the following issue. Avoid possible delay by remitting promptly.

FOREIGN SUBSCRIPTION AGENTS

Fidelity Circulation Company of Canada, 210 Dundas Street West, Toronto, Ontario, Canada.

S. Christensen, Box 536, Montreal, Quebec, Canada.

The MacLean Company of Great Britain Ltd., Quadrant House, 55 Pall Mall, S. W. 1, London, England.

Wm. Dawson & Sons, Cannon House Pilgrim Street, Ludgate Circus, London, E. C., England.

Alex. Cowan & Sons (Limited), General Agents, Melbourne, Sydney, and Adelaide, Australia.

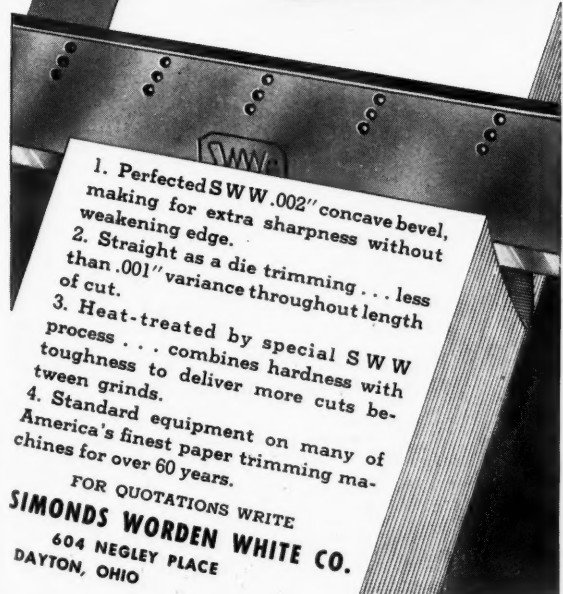
F. T. Wimble & Co., 35-43 Clarence Street, Sydney, Australia.

John Dickinson & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

Benjamin N. Fryer, c/o Newspaper News, Warwick Building, Hamilton Street, Sydney, N. S. W., Australia.

Harry S. Tomita, P. O. Box 1230, Honolulu, Territory Hawaii.

SWW PRECISION PAPER KNIVES



1. Perfected SWW .002" concave bevel, making for extra sharpness without weakening edge.
2. Straight as a die trimming... less than .001" variance throughout length of cut.
3. Heat-treated by special SWW process... combines hardness with toughness to deliver more cuts between grinds.
4. Standard equipment on many of America's finest paper trimming machines for over 60 years.

FOR QUOTATIONS WRITE
SIMONDS WORDEN WHITE CO.
604 NEGLEY PLACE
DAYTON, OHIO



THE KID SEES LIGHT, CUTS DOWN THE BITE- BEMOANING NUMBERS

Dear Pop:

I figured it all wrong! I'm sitting here unfrocking the home fries and master-minding on speeding the job. If I plow through this tuber pile, says I, yonder maple shade is my due. So I frisk through the following 240 Idahos with colossal bites of the paring knife. When in comes the sergeant and slips me an extra bushel for slicing away good potato.

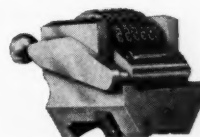
Guess I went at that batch too hard, Pop. But there's sure a parallel with Wetter Numbering Machine practice. "Take it easy on the oiling", I always say. "Don't louse them all up with lubricant—just light-oil them in the right places". Count on me to profit by a rebuke, heh, Pop?"

The Kid

P. S. Are you a 15 percenter on U. S. Bonds?



Wetter Lock-Wheel
One of many models



Wetter Rotary
One of many models

WETTER NUMBERING MACHINE CO.
ATLANTIC AVE. & LOGAN ST., BROOKLYN, N. Y.
Sold by all dealers and branches
AMERICAN TYPE FOUNDERS

CLASSIFIED BUYERS' GUIDE

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This index is checked for accuracy but no responsibility is assumed for errors or omissions

RATES FOR CLASSIFIED ADVERTISEMENTS

• **By the Month:** Under Situations Wanted, only 50 cents a line—minimum, \$1.50; other classifications, only 65 cents a line—minimum, \$1.95. Terms: Cash with order. (Replies to keyed ads forwarded daily when received, without extra charge, except packages and samples for which the sender should remit an amount to THE INLAND PRINTER equivalent to that required as postage for mailing the package to our office.)

• **By the Year:**—the rate is still lower, and you automatically get THE INLAND PRINTER monthly (regularly \$4 by subscription): First three lines, \$22.50 a year when paid in advance; each additional line, \$6.00 a year. No display or cuts.

Figure 38 characters in a line, including spaces, punctuation, address or box number. To avoid delay in insertion, and in view of small amount usually involved, please enclose check with order.

• **Display:** 1 tl. 3 tl. 6 tl. 12 tl.
 1/2 inch... \$ 9.00 \$ 8.25 \$ 7.50 \$ 6.75
 1 inch... 15.00 13.50 12.00 11.00
 2 inches... 27.00 25.00 23.00 21.00

Closing Date: 26th of preceding month.

BROKERS

• **MAY BROS.,** Binghamton, N. Y.
 Established 1914. Newspapers bought and sold without publicity.

BRONZING MACHINES

MILWAUKEE BRONZERS—for all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Milwaukee, Wis.

BUSINESS OPPORTUNITIES

• **NEWSPAPER FOR SALE.** Long-established Missouri weekly near St. Louis; Goss Comet web press, Intertype, modern job plant. Owner called to other business, will sacrifice at \$6500 cash. May Bros., Binghamton, N. Y.

• **NORTH IA. WEEKLY FOR LEASE.**
 Owner in the service. Will make good living for an Editor-Operator. Box E-628.

CALENDARS AND CALENDAR PADS

WHOLESALE CALENDARS to printers. Do your own imprinting. Advertising Novelties, Fans, Book Matches. Write for particulars. Fleming Calendar Co., 6540 Cottage Grove Ave., Chicago, Ill.

Largest assortment of Pads. Best selling line of Art Blotters. Write for catalog in which you are interested. Orders filled immediately.
JOSEPH HOOVER & SONS CO.
 MARKET AND 49TH STS. PHILADELPHIA, PA.

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 109 Worth St., New York, N. Y.

COMMENCEMENT INVITATIONS

COMMENCEMENT INVITATIONS and engraved stationery. Samples with discount to printers. Siegrist Engraving Co., 924 Oak St., Kansas City, Mo.

FOR SALE

• **Will sell,** because of wife's health. So. Mich. Weekly and Job plant on Lake Mich., making profit of \$70.00 to \$100.00 per week. Small but exceptional town. Priced right. Substantial down payment. Enterprise, Bridgman, Michigan.

• **Bookbinders' Machinery**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

• **COMPLETE JOB AND WEEKLY PAPER,** gross \$5,000, low overhead, center of TVA project, model A Intertype, power punch and knife, two jobbers, \$4,000, half cash. Times, Newport, Tennessee.

• **LINOTYPE MAT FONTS,** like new, 8-10-, 12-pt. Bodoni Book with Italic, \$52 each. Proofs. May Bros., Binghamton, N. Y.

• **Model B Duplex Flat Bed Press** and complete equipment. Available at once. Lincoln Evening Courier, Lincoln, Ill.

• **For Sale: An Extensive Line** of new and rebuilt printing equipment on easy terms. Write for free list. Missouri-Central Type Foundry, Wichita, Kan.

• **GEM CUTTER—30 IN., GOOD COND.** 2 knives, one new. Best offer. Sauk Co. Publ. Co., Baraboo, Wis.

(Continued on page 76)

ENGDAHL BINDERY

EDITION BOOK BINDERS

"Books Bound by Us are Bound to Satisfy"

1056 West Van Buren St., Chicago, Ill.

Telephone Monroe 6062

To Keep 'em Flying! Buy War Bonds!

RAISED PRINTING COMPOUNDS INKS, MACHINERY (HAND AND AUTOMATIC)

25 Years' Experience at Your Service.

THE EMBOSSOGRAPH PROCESS CO., INC.

251 WILLIAM ST., NEW YORK, N. Y.

MEGILL'S

Patent

Spring Tongue
GAUGE PINS



QUICK ON... The universally popular Gauge Pin. \$1.80 dozen, with extra Tongues. Reg. U.S. Pat. Office

Megill's Gauge Pins for Job Presses

Insist on Megill's Gauges, Gauge Pins, Gripper Fingers, etc. The original—the best. Circular on request. Sold by dealers.

THE PIONEER IN 1870

THE EDWARD L. MEGILL COMPANY

763 ATLANTIC AVENUE, BROOKLYN, NEW YORK

MEGILL'S

Patent

Original Steel
GAUGE PINS



A handy Gauge Pin made with 12 pt., 15 pt., or 18 pt. head. Adjustable. 75c a doz. for either size.

OHIO KNIVES

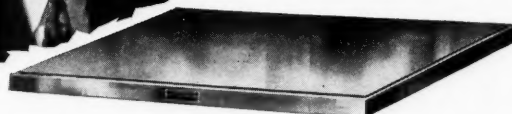
OK BLACK ARROW TRIMMER KNIVES

A special heat treatment of the steel assures you of extra long life between grinds and a tough edge for all kinds of cutting.

OHIO KNIFE CO. • CINCINNATI OHIO



*It's a Pleasure
to work on a
CHALLENGE
IMPOSING SURFACE*



★ There are many good reasons why I like to work on a Challenge Semi-Steel Imposing Surface. But the two things about them I appreciate most are the large working surface—no coffin is required; and the lack of sag or "give" due to correct under reinforcement. You can *always* rely on a true, accurate surface.

Then, too, the rabbet around the edges is just the right depth for standard galleys.

Yes, Sir!—It's a pleasure to work on a Challenge Imposing Surface... why not ask for full details, now!

447

THE CHALLENGE MACHINERY CO.

Main Office and Factory: 1893 50TH ANNIVERSARY 1943 Eastern Sales Office: GRAND HAVEN, MICH. 50 Church St., NEW YORK

CREATIVE MAN WANTED for Novelty Manufacturer

★ AA-1 novelty manufacturer \$3,000,000 volume, large sales force wants man capable of creating, designing and locating sources of supply for novelties in paper, leather, glass, wood, etc., for sale as advertising premiums and through stores. We will pay a substantial salary and bonus to right man. This is a permanent opportunity with plenty of room for growth. Write full details in confidence to merchandise manager, Box E-625, Inland Printer, 309 W. Jackson Blvd., Chicago, Ill.

AMSCO CHASES

ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED
SOLD BY ALL DEALERS

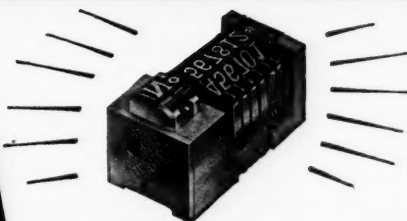
AMERICAN STEEL CHASE COMPANY
31-31 Forty-Eighth Avenue, Long Island City, New York



STITCHING WIRE ROUND OR FLAT

The Seneca Wire & Mfg. Co., Fostoria, Ohio

WM. A. FORCE & COMPANY
INCORPORATED
SPECIALISTS IN
FLAT-BED
AND ROTARY
NUMBERING & MARKING
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Classified Buyers' Guide Continued

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• **PERMANENT POSITION IN SOUTHERN CALIFORNIA** for good printing machinery mechanic capable on Verticals, Kluges, Kellys, Cylinder Presses and Bindery equipment. Top Salary and pleasant conditions. In writing please state full particulars. Leach Printers Supply Co., Inc., 421 Wall St., Los Angeles 31, Calif.

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• **Lockup Man**—Lockup, Lineup and O.K. Large Letterpress plant with single and two-color presses. Give complete information. Box E-620, Inland Printer.

• **Plant Superintendent** with both printing and hard binding experience in a medium sized plant doing publication and book work only. Box E-623.

• **WANTED — PRINTER**. One who knows Model Duplex A. or willing to learn. Write or wire Dickinson Press, Dickinson, N. Dak.

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PRINTING PRICE GUIDE—simplified, fast and accurate. Not intended to take the place of Franklin or Printed Products but will price, Quick, 90% of jobs for average, medium, large or small printer. Leased for \$7.50 per year. Order one on ten-day approval or money back. Lawrence Printing Co., Inc., Greenwood, Miss.

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DUPLEX PRINTING PRESS CO., rotary and flat-bed web presses; stereo, and mat machinery. Battle Creek, Mich.

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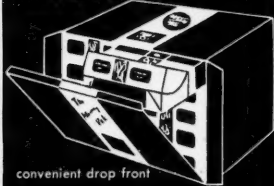


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• AA-1 firm manufacturing calendars, novelties and gift merchandise is interested in establishing a greeting card department. We require a man who has had substantial experience in the greeting card industry, knows how to produce a line and how to organize the sale through our large sales force. We would prefer a man who has made not less than \$8,000 to \$10,000 a year. Give full details in first letter. This is a permanent position with great possibilities for growth. Our volume is three million this year. Reply in confidence to Vice-President, Box F-626, Inland Printer, 309 W. Jackson Blvd., Chicago, Ill.

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• Hi-Pro Paper Drills, Rotary Round Hole and Slot Hole Perforators, Snap-Out Perforators, Power and Foot-Power Vertical Perforators, Hand Perforators, Power and Foot-Power Punching Machines, and Gang Stitchers.

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The Inland Printer

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- Some high-minded individuals have at times been concerned lest the common people handle some explosive ideas—in the fear that inexperienced minds might change things for worse, instead of for better.

- But here in America a constitutional free press makes sure that all of the

people have full access to information, opinions and wide varieties of ideas. Under this system the United States of America has demonstrated for all time that no one need be concerned about the wisdom of government of, by and for the people.

- What could be more conclusive than the fact that this people has advanced in but a few generations to higher standards of welfare and has

won more material conveniences than has any other nation in thousands of generations before.

- A tree is known by its fruits. These fruits are good, and they are getting better all the time. The educational power of a free press—books, newspapers, magazines, even advertising—has helped accomplish so much in the past that no expediency or temporary condition should ever be permitted to blind us to the fact that a free press is our greatest Freedom.
- Only on the proved foundation of a free press can America's democratic procedure continue to build soundly toward all the other Freedoms.

TEXT IN FUTURE ISSUE

★ **INTERTYPE** ★

Thirteenth of a series on Freedom of the Press by Intertype, Brooklyn